

shipping MANAGEMENT

FEBRUARY, 1960

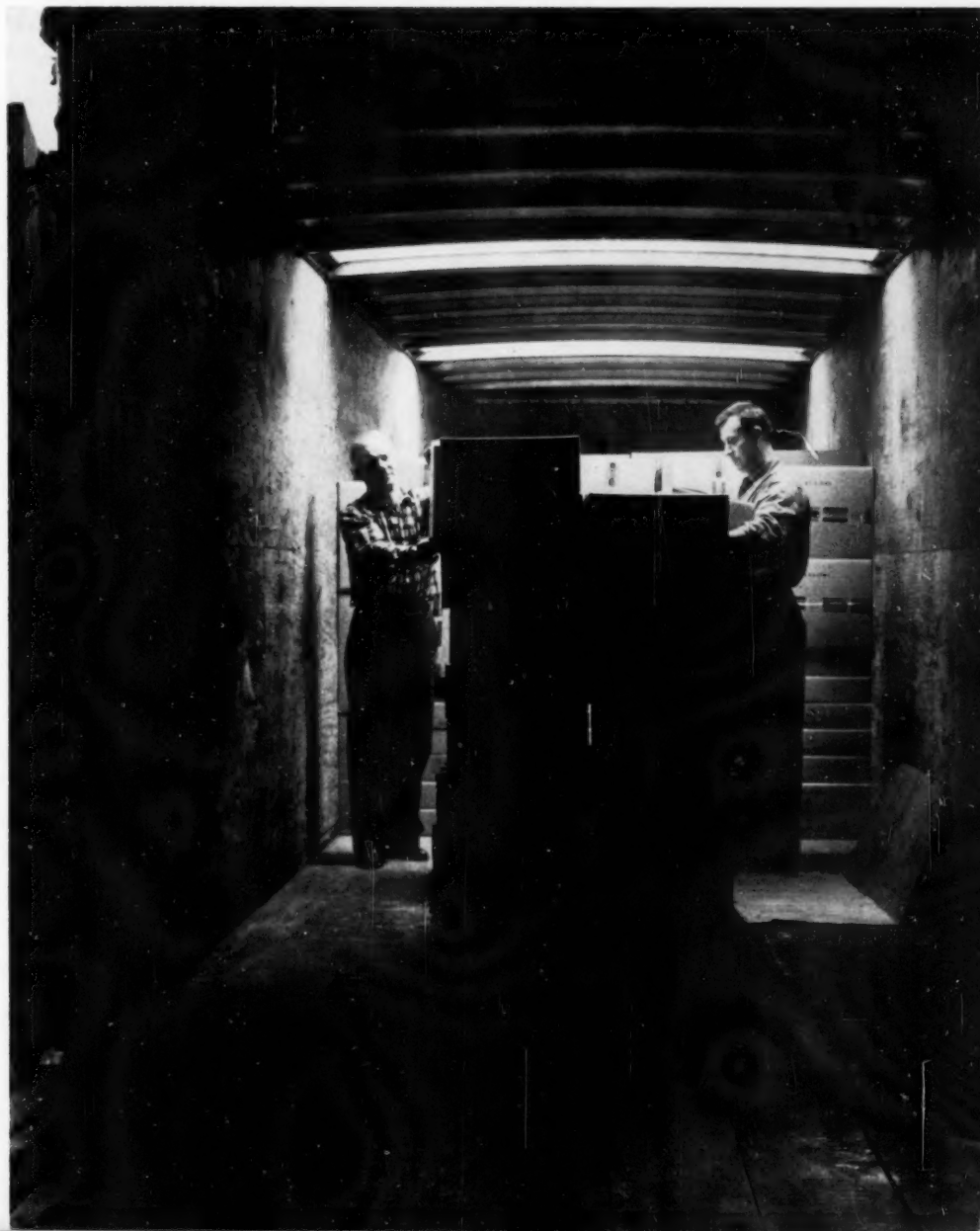


WRITTEN FOR THE SHIPPER AND INDUSTRIAL TRAFFIC MANAGER

Alert techniques,
efficient trucking
spur traffic at
Chemagro . . . P. 18

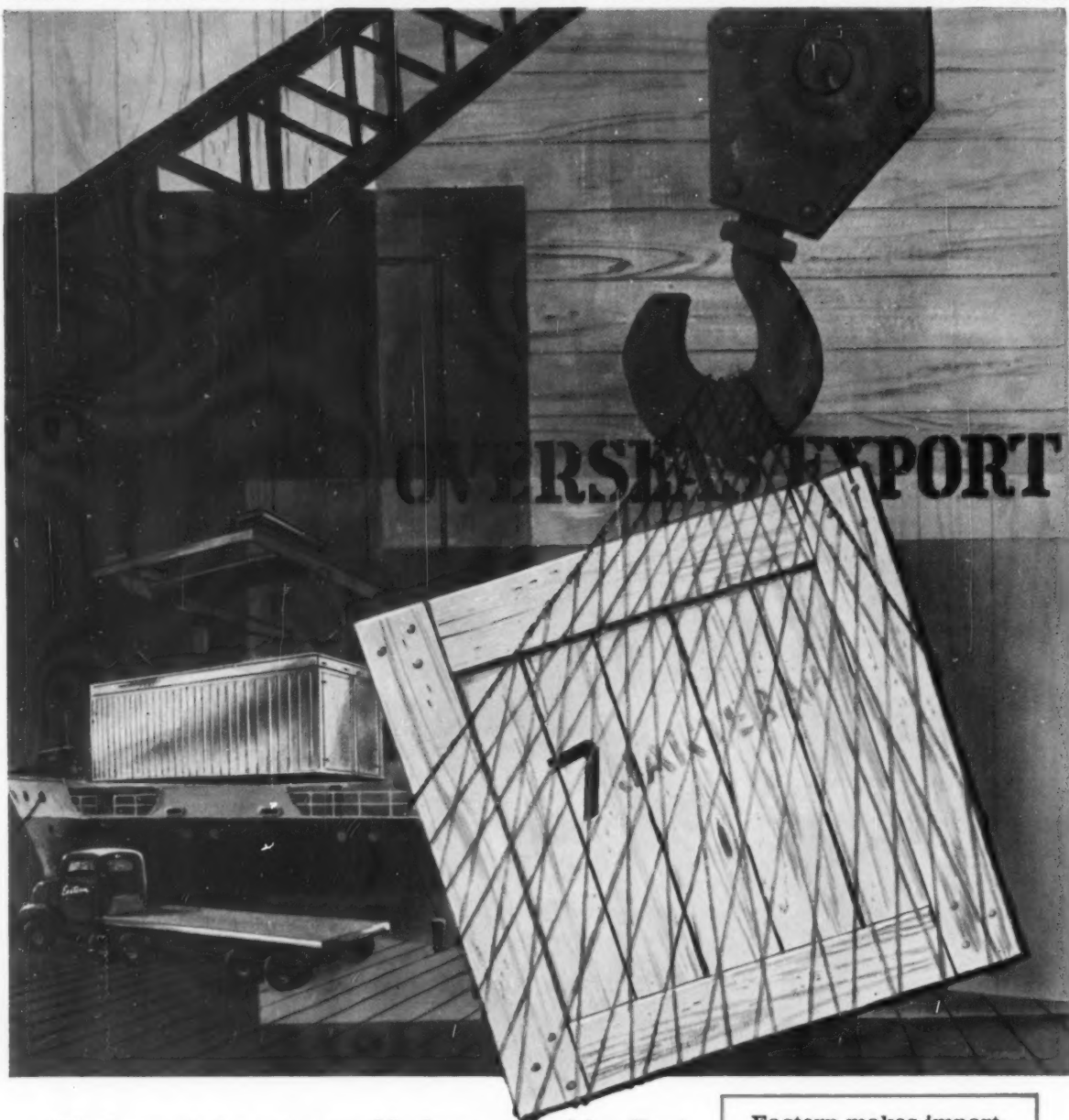
Special Report:
Advanced procedures,
new equipment speed
parcel post . . . p. 8

Sea-land service
rushes goods from
Japan to U. S. in
14 days . . . P. 16



BULK RATE
U. S. POSTAGE
PAID
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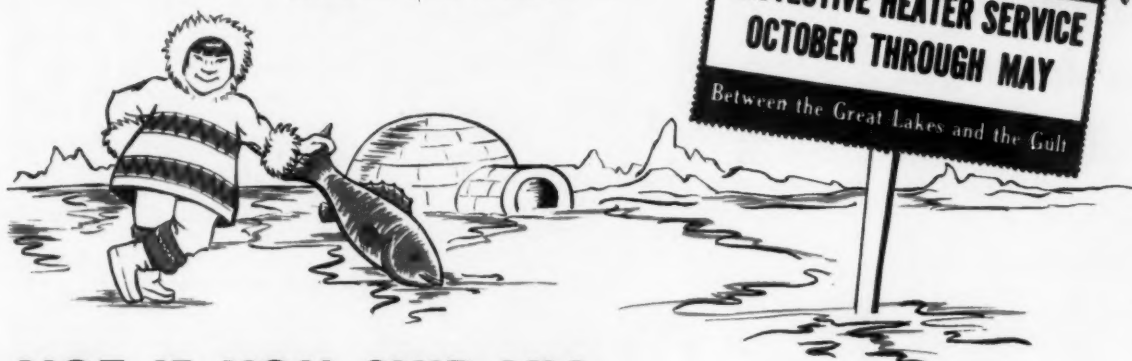
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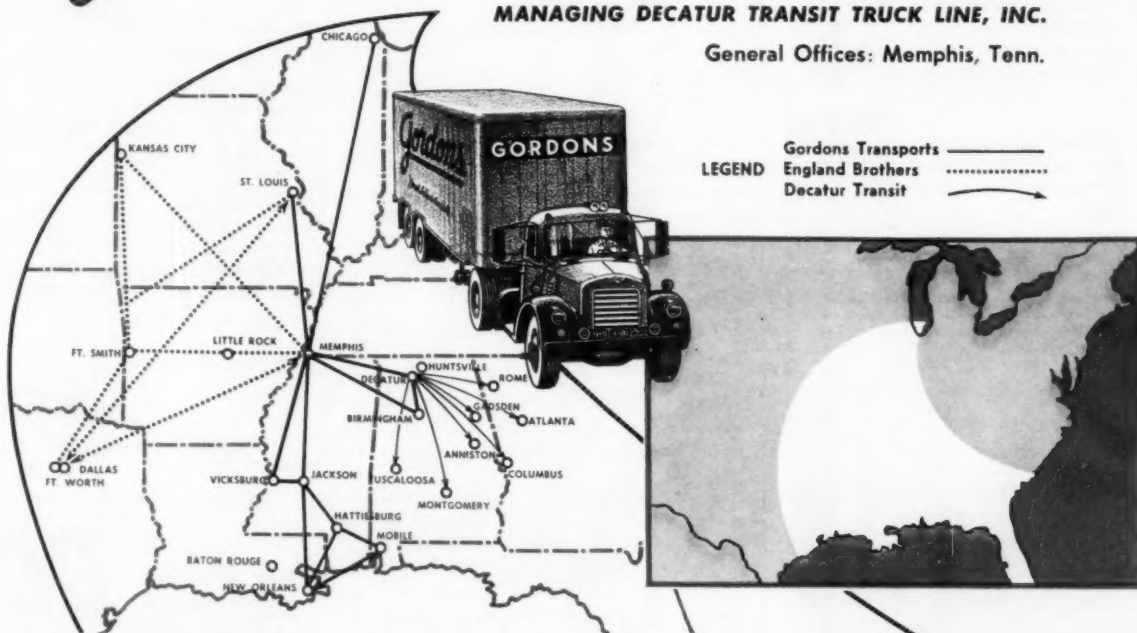


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February, 1960

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4. "Pallet Boxes" shows how to handle items in bulk safely, at low cost.



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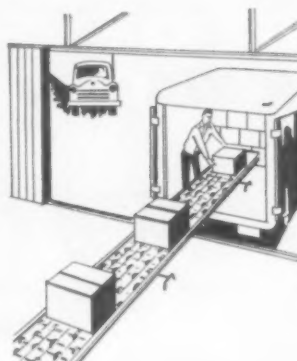
NEWS
you can use

conveyors, flow racks slash Pfizer's distribution costs

Soaring shipping-receiving-handling storage expenditures? Not at Charles Pfizer & Company's spanking new Clifton (N.J.) distribution center. Reason? A network of high speed conveyors and the latest in cost cutting flow rack components.

Built to service the drug concern's customers in 14 northeastern states, the 108,000-square-foot facility processes and ships a mountain of pharmaceutical, bulk chemical, and agricultural product orders daily. Yet so efficient is the Pfizer unit's equipment, and so well organized are its distribution procedures, that orders are assembled and moved out of the center with dispatch.

Outbound items are gathered and prepared for shipment in the center's



main storage and warehouse area. Thanks to nine banks of flow racks, this phase of the Pfizer operation is a snap. Order pickers merely select ordered goods; place them in fibre-board baskets; and send them on a conveyor to the order checking section.

Once they are checked, outbound items are sent along another conveyor to the center's packing area. Remote control switches, strategically placed, activate the conveyor as needed to maintain a steady flow of work to packers.

Packaged, outbound materials next travel along a power-belt conveyor to the distribution center's dispatching and shipping area. A final check and hey are on their way to Pfizer's customers. No fuss, no errors, no costly delays!



*

PHONE

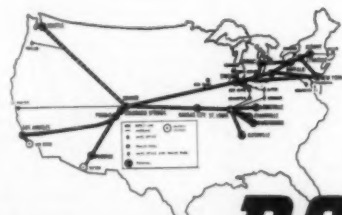
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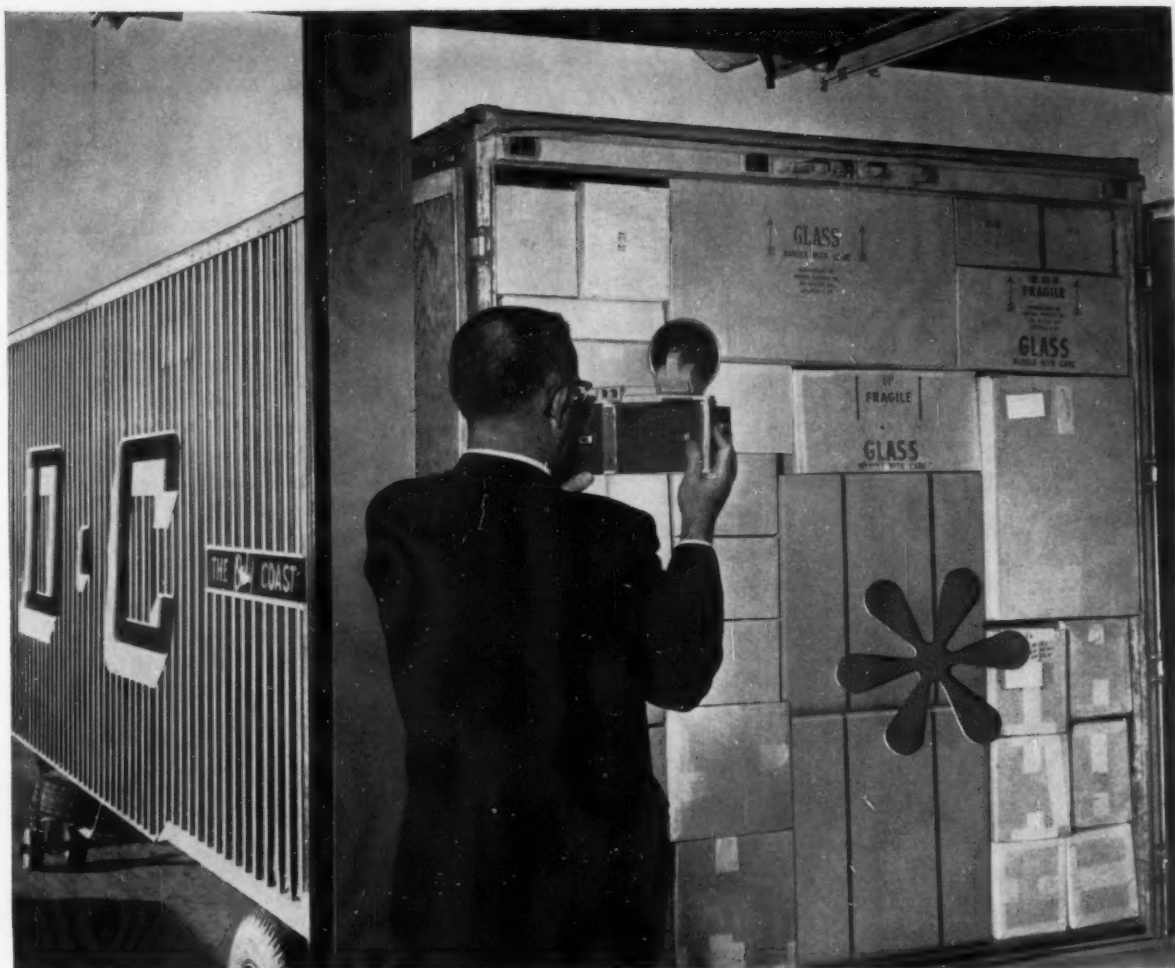


**DENVER CHICAGO
TRUCKING CO., Inc.**

D-C

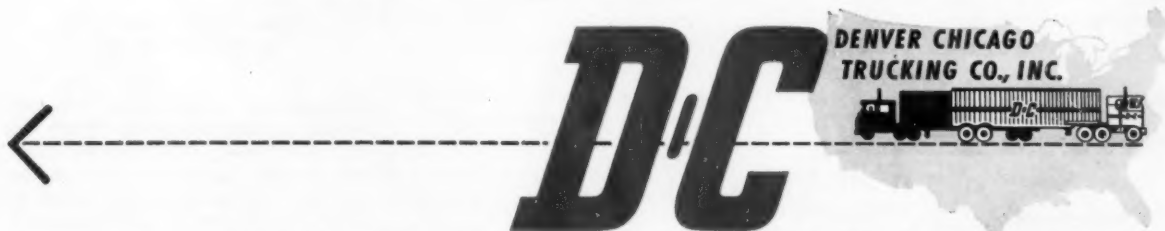
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Shipping Management — National Hi-Way Shipper



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THE ONLY DIRECT COAST-TO-COAST CARRIER

CHECK NO. 4 ON HELP-O-GRAM CARD

February, 1960



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Advanced procedures, new equipment speed parcel post

What's ahead in parcel post? How are new procedures and devices being employed by the Post Office Department expediting parcel post deliveries and boosting service to shippers? Here, written especially for **Shipping Management-National Hi-Way Shipper** by Postmaster General Arthur Summerfield, is a detailed analysis of what's new and what's what in parcel post today.

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Under TM D. J. Hickey's direction, Chemagro gets more for its transportation dollar than most firms. One reason? Its extensive and effective use of motor freight.

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Reproducing documents, lists, and other papers a king-sized headache for your traffic personnel? It needn't be—if you install a high-speed, time-saving copying machine.

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How jet air cargo will revolutionize shipping at Raytheon

Thanks to jet sky freight and high-speed order processing, the U.S. is now only two hours deep and five hours wide for this heads-up shipper. Here's the inside story of Raytheon's new approach to dispatching its products to customers faster and more efficiently than ever before.

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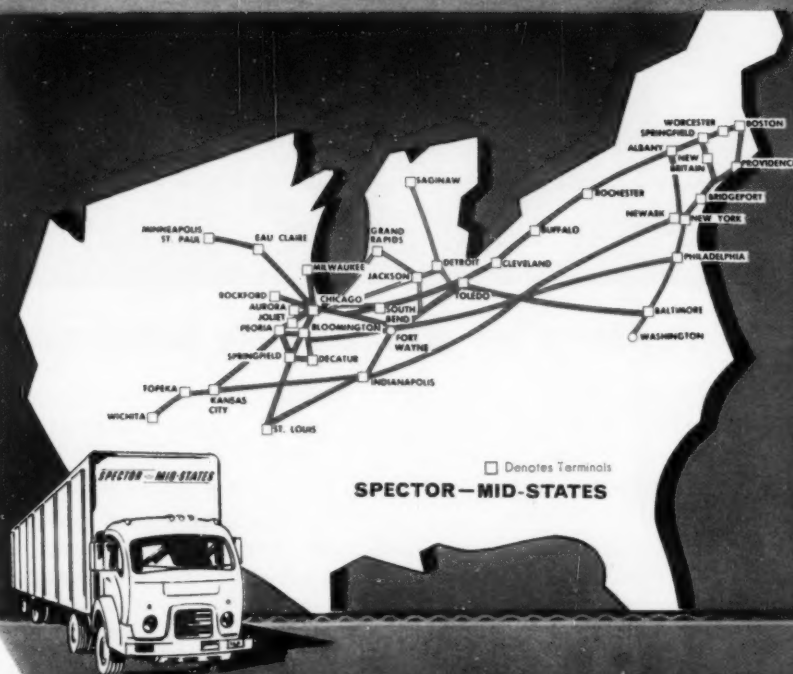
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CHECK NO. 5 ON HELP-O-GRAM CARD



CF reefers go places—by land and sea

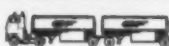
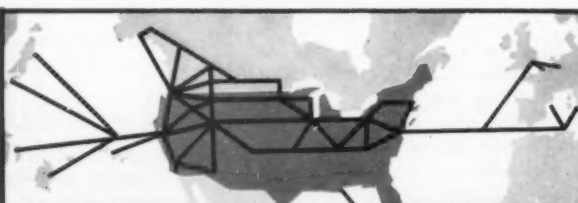
In Consolidated Freightways truck-ship service to Alaska and Hawaii, freight is loaded *once* in the port area. Only the container is rehandled. The result is a coordinated motor freight service — door-to-door — on both perishables and general commodities.

This is just one more way in which Consolidated Freightways *leads* the way in handling frozen foods and other commodities requiring special protection. CF was a pioneer of reefer service, and today offers the most modern and versatile equipment continuing re-

search can develop. Throughout its regular route system, insulated trailers with mechanical heating and refrigerating units meet the highest standards of performance under all extremes of climate.

In this and in each of its diversified services, CF strives to anticipate and meet the rapidly changing needs of today's shippers and consignees. For more information contact the Consolidated Freightways Information Center, Box 32, Chicago 50, Illinois. Telephone AUstin 7-7003. TWX Bellwood 172.

CONSOLIDATED FREIGHTWAYS



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TRANSPORTATION WITH IMAGINATION

shipping

MANAGEMENT

combined with



Coordinated transportation

Needed: closer and more effective cooperation between the various modes of transportation. Reason? Our zooming national economy is calling increasingly for transport services which may be fulfilled only by closer coordination between independent methods of transportation.

Appearing before the recent annual meeting of the Truck-Trailer Manufacturers Association, Welby M. Frantz—president of the American Trucking Associations—underscored the immense importance of enhanced transport coordination to shipper, carriers, and the nation at large.

A keystone of transport coordination, he emphasized, will be the trucking industry. Why? Because trucking is the only mode of freight hauling which is truly flexible.

"Motor freight is the one transport mode which can do the whole job from start to finish, from door to door," declared the ATA president. "The railroads are tied to steel rails; pipelines to steel tubes; air transport to airports; and water carriers to waterways . . . Their freight must be brought to them and taken away by another instrumentality of transport—the truck and tractor trailer."

Consequently, Mr. Frantz pointed out, "inflexible forms of transportation actually get their flexibility through the motor carrier."

How can transport coordination be expanded? Piggyback and containerization, the ATA head reported, are examples of the technology which may be used to coordinate service.

"But there is a problem here. That problem? The acquisitive instinct of the railroads," declared Mr. Frantz. Instead of cooperating with motor carriers, the railroads want to own and operate trucks, airplanes, and water carriers without restriction.

This is not the type of transport coordination the nation needs or wants. "It is important to the nation that the independence of the trucking industry be maintained," Mr. Frantz emphasized. "The great progress in the development of truck, air, and water service could never have taken place if one powerful form of transportation had been allowed to move into other forms."

Shipping Management-National Hi-Way Shipper agrees completely with the president of the ATA. So do *thinking* shippers everywhere.

Publisher

A Shipping Management-

National Hi-Way Shipper

Special Report:

ADVANCED PROCEDURES, NEW EQUIPMENT SPEED PARCEL POST

**by Arthur Summerfield
U.S. Postmaster General**

"We are improving parcel post service three ways: through more dependable transportation; better handling; improved postal facilities & equipment."

Swift, economical shipping via parcel post is an operational mainstay of countless thousands of companies around the nation. Yet, the procedures and new equipment being utilized by the Post Office Department to process, handle, and transport parcel post are at present in such a state of flux that few shippers have been able to keep up with them.

With this in mind, Shipping Management-National Hi-Way Shipper has gone straight to the Post Office Department's top man—Postmaster General Arthur E. Summerfield—for an explanation and evaluation of current trends in parcel post. Mr. Summerfield's analysis of developments in parcel post should be "must" reading for every traffic executive intent on keeping abreast of the latest trends in all areas of distribution.

● Because of the importance of parcel post to the nation and its importance to our dynamic economic growth, I am happy to discuss for *Shipping Management-National Hi-Way Shipper Magazine* some of the recent developments in the field and touch briefly on its background and future trends.

Our parcel post system has grown rapidly since 1913. During that time it has substantially affected our national life, both socially and economically.

The system was inaugurated only 47 years ago, having been created by Congress in response to popular demand for an efficient and complete service for the transmission of *smaller* packages. The expressed purpose: to aid the movement of goods to and from rural areas. But very soon after parcel post's inception, it was used extensively for commercial purposes, as well.

Today this system serves all our 179 million citizens through 36,000 U. S. post offices. It permits the largest business firms in the nation to do business with the most isolated farmer and allows people everywhere to obtain services and products from enterprises anywhere in the United States, or, for that matter, almost anywhere in the world.

As the use of our parcel post system has expanded, its contributions to the nation's economy have become more and more significant.

The air parcel post system, which came into existence only 12 years ago, now handles 42,860,000 pounds



of parcels annually. There is every indication that this volume will increase in the future.

Parcel post is unique in that it is the only class of mail required by law to pay its own way. The recent increase in parcel post rates, approved by the Interstate Commerce Commission, under this law will not act as a deterrent to the increased use of parcel post. For the present and for the future, the parcel post system offers the public and industry the most economical, efficient, and speediest service of its kind.

The post office strives always to render to its patrons service as desired. The growth of the parcel post system is an indication that reasonable requirements are being met and that there is a need for the system.

Although parcel post accounts for only one-tenth of the total pieces of mail handled by our vast system, it accounts for 55% of the total weight of the mail handled each year. Our

continued efforts to improve service fall into three classifications:

- 1) **More dependable, more efficient transportation.**
- 2) **Better handling procedures and materials.**
- 3) **Improved postal facilities.**

Recently the Post Office Department completed a thorough and highly productive study to determine the most effective national transportation routings and the best and most desirable distribution plans and procedures for the handling of bulk mail. It is expected that implementation of this plan will substantially improve the dispatch and delivery of parcel post and that schedules will be more dependable.

the Metropolitan Area plan

The Post Office Department has developed a mail distribution and delivery plan known as the Metropolitan Area Plan. This provides next day delivery of a letter mailed before 5PM at any point within a metropolitan area to any other point within the same area.

Some 60 of these plans are presently in operation, providing 128 million postal patrons with the best service ever. It is contemplated that these metropolitan areas will eventually be tied together to provide even better service to industry and the public at large.

While these plans are designed to expedite delivery of letter mail, parcel post users have benefited indirectly. Further expansion of the program is bound to have a beneficial effect on all classes of mail. In fact,

I feel that, in the not too distant future, patrons of the U. S. Postal Service may expect an *improvement of one or more days in the average delivery time of parcel post* and that a substantial portion of this class of mail can be processed for delivery on the day following the date of mailing.

Other improvements in parcel post handling will include even greater application and use of shipping containers, particularly where there is an exchange required between two or more modes of transportation. Containers already in use are designed to expedite handling and reduce costs at terminal points.

The handling of parcel post, meanwhile, has been simplified by the use of machinery and equipment specifically designed to meet the needs of this service. A wider use of standard equipment, such as conveyors, lift trucks, and moving platforms, has substantially benefited its users. We are constantly in touch with the operations of forward-looking American industry with a view toward adopting any of the methods which would be of value to the postal service.

The fully automated post office at Providence (dubbed, appropriately, *Turnkey*) is past the blueprint stage and is a bustle of activity. Another project of a similar nature (name: *Gateway*) to be located in Oakland is well-advanced in the planning stage. These units will do what was believed impossible several years ago in the electronic sorting and handling of all types of mail. Parcel post will not be shunted aside in plans for the future. It will receive its share



of modern, advanced handling methods and procedures.

Another convenience available to patrons of the parcel post service is the automatic "acceptance" unit. It is a machine located in post office lobbies which computes the total postage cost of the parcel being mailed—including insurance—and then affixes the postage; returns change, when required; and then chutes the parcel into the post office for dispatch.

Within the next 15 to 25 years, the volume of parcel post to be handled will more than double and every modern, dependable, and efficient machine presently in existence—as well as those on the planning boards—will be required to meet the challenge of providing the desired service to industry and the public.

Within the foundations for modernizing our parcel post service, underway in 1953, significant progress

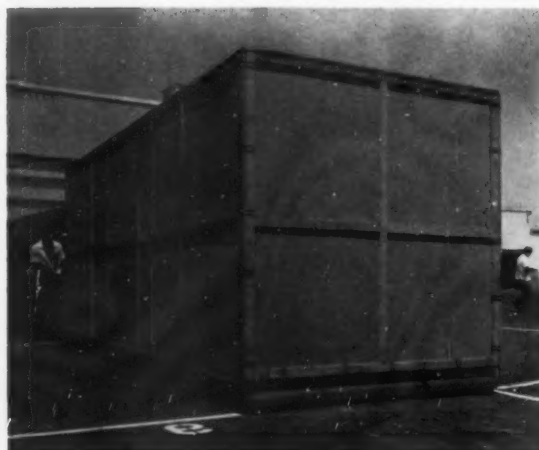
has been made. Even greater improvements are guaranteed for the future.

Imagination, painstaking preparation, and creative thinking are playing a role alongside research, development, and experience to advance the U. S. Postal Service in its goals of better, more efficient service to all its patrons. The result can only be a better break for all who use parcel post.

PANELS SLASH MISSILE PACKAGING COSTS AT N. AMERICAN AVIATION



In order to afford North American Aviation's missile components foolproof in transit protection from jolts, the firm secures them in this efficient and safe cradle unit.



The missile-booster container employed by North American stands 20' x 8' x 8'. Composed of panels and special fasteners, it is assembled around the booster unit's cradle.

A fresh approach to packaging bulky, yet extremely delicate, missile booster assemblies has clamped a tight lid on packing costs at North American Aviation's economy-conscious Missile Division.

Under the Downey (Calif.) organization's new procedure, power-packed boosters for the National Space Agency's upcoming *Little Joe Space Project* are being packed in a single 20' x 8' x 8' box. The box is assembled around a booster-support-

ing cradle. Special panels enclose the cradle and are held together and on to the base supports by spring steel fasteners, rather than nails. No structural members are necessary.

Result? A new packaging efficiency; fool-proof protection for the powerful booster assemblies; and smooth, fast handling and shipping.

Designed to be transported by air, the North American packaging component has enabled the firm to

achieve a container weight saving of 1100 pounds over conventional, specification boxes. What's more, the fasteners holding the box together are so designed that it may be disassembled easily.

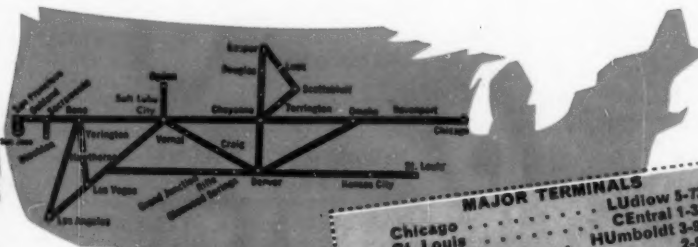
Report North American officials: "We're delighted with the packing procedure. And the taxpayer should be, too, since any reduction in the expense of the nation's space and defense programs is, of course, in their best interest."

Stay Ahead—Always Ship... **RINGSBY ROCKET**



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February, 1960

Duck hunting with a SLINGSHOT?



It's possible . . . however the successful sportsman realizes the importance of timing in bagging the limit, and recognizes the need for coordinated movement with precision equipment. Shippers are "bagging the limit" daily with JOHNSON'S ENGINEERED fleet and coordinated timing of shipment.



Johnson Motor Lines, Inc.
Atlantic States Motor Lines



GENERAL OFFICES: CHARLOTTE, N. C.
CHECK NO. 8 ON HELP-G-RAM CARD

12

INTIMATE

notes

OF EMINENT PEOPLE

By CURTIS C. STEWART

Those Middlewest Shipper-Carrier sessions held in Chicago, February 2nd and 3rd, were deeply interesting and of great value to both the shipping executive and the carrier. Be sure and look in on their next session to be held May 12th and 13th, Hilton Hotel, Denver, Colorado . . . **PICK (EDDIE)**, the old-time ball player and RISS Executive Vice President, takes up residence Santa Monica, California . . . **RIDDLE (MAJOR A.)**, well-known former trucking executive (now President, Dunes Hotel, Las Vegas), takes three-week looksee Paris and Rome . . . **JONES (JERRY D.)** joins sales staff, CONSOLIDATED FORWARDING COMPANY, hdq. Dallas . . . **WILKIN (M. C. "CULLY")** assumes duties General Sales Manager, SLICK AIRWAYS, hdq. Burbank . . . **SPECTOR (BEN)** picks up prexyship PAN-AM TRUCKING COMPANY, hdq. San Juan, Puerto Rico . . . **HESS (BUD)** joins DE ROSA TRANSPORTATION COMPANY as Vice President-General Manager, hdq. Chicago . . . **DUNNING (TERRY)** appointed Director of Advertising, TRANSCON LINES, hdq. Los Angeles . . . and now our congratulations to GORDONS TRANSPORTS, hdq. Memphis, celebrating their 30th Year in business. It couldn't happen to finer people . . . **CARTER (ROBERT "BOB")**, INTERSTATE MOTOR LINES Executive V.P., known as the "Gentleman" of the trucking industry, looks in on the east coast . . . **DENVER CHICAGO "ONE STEP ACROSS THE NATION"** now has a DC-3 for their fast-moving executives . . . **MITCHELL (WILLIAM G.)**, EASTERN EXPRESS sales exec., "shuffled" out of that Terre Haute hospital . . . **LAMBERTSON (WILLIAM O.)** joins sales staff CONSOLIDATED FREIGHTWAYS, hdq. Los Angeles . . . **CARPENTER (P. C. "PETE")** elevated to Vice Presidency AKRON-CHICAGO TRANSPORTATION COMPANY, hdq. Buffalo . . . **VOORHEES, Brig. General Frederick T. (retired)** assumes duties, technical adviser, HIGHWAY TRAILER COMPANY,

hdq. New York . . . **COOK (RAYMOND)** appointed General Traffic Manager, LUDLOW MANUFACTURING CO., hdq. New York . . . **SUTHERLAND (FRANK G.)** named General Manager, GREAT SOUTHERN TRUCKING CO., division RYDER TRUCK LINES, INC., hdq. Jacksonville . . . **PLUM (CHARLES R.)** named District Manager, SPECTOR FREIGHT SYSTEM, hdq. Chicago . . . and now a note to those shippers moving merchandise to the Los Angeles Desert area, look in on VICTORVILLE-BARSTOW, hdq. Los Angeles . . . **DEUEL (DWIGHT A.)** picks up prexyship NEBRASKA MOTOR CARRIERS' ASSOCIATION . . . **YARBOROUGH (W. D. "DAN")** elected Vice President Director of Sales, COOPER MOTOR LINES, INC., hdq. Greenville, South Carolina . . . **HUTCHINSON (A.R.)** appointed Sales Manager FRISCO TRANSPORTATION COMPANY, hdq. Springfield, Missouri . . . **DUNLEAVY (T. J.)** appointed Traffic Manager, CONSOLIDATED CIGAR CORPORATION, hdq. New York . . . **LOADMAN (HOWARD C.)** elevated to General Sales and Traffic Manager, MIDDLE ATLANTIC TRANSPORTATION COMPANY, hdq. New Britain . . . **JONES (EVERETT E.)** appointed General Traffic Manager, OWENS-CORNING FIBER GLASS CORPORATION, hdq. Toledo . . . **WINCHELL (JOHN H.)** elected Chairman, EYEESEESEE, hdq. Washington, D. C. . . **SMITH (GEORGE F.)** appointed General Traffic Manager, ASSOCIATED SEED GROWERS, INC., New Haven, Connecticut . . . **THOMPSON (JERRY)** joins sales staff, INTERSTATE MOTOR LINES, hdq. Kansas City . . . **STONE (DONALD F.)** appointed District Sales Manager, RISS AND COMPANY, hdq. Chicago . . . have you noticed? STANHAUS & WILSON HOUSE traveling back and forth on those turnpikes between Chicago and the east coast . . . **KELLEY (VERNE F.)** elevated to Vice Presidency-Advertising and Public Relations, THE GREYHOUND CORPORATION, hdq. Chicago.

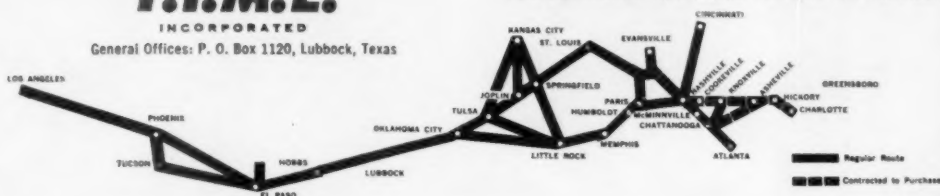
Shipping Management — National Hi-Way Shipper

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February, 1960



"KNOW-HOW"

expedites shipping & receiving at Liggett Drug

● Distributing some 15,000 different items efficiently and economically calls for real shipping-receiving-storage "know-how." The Liggett Drug Company's Southeastern Division warehouse has that "know-how."

Result? A razor-sharp distribution program, recognized as a pace-setter in the chain drug store field today.

Briefly, here's how the Liggett operation works. The moment a highway vehicle pulls up to the 75,000-square-foot Jacksonville (Fla.) facility, it is met by a compact "walkie" handling component. The industrial truck moves right into the backed-up trailer; lifts its load; and hauls it to the center's storage section. (To facilitate handling, all incoming merchandise is first stacked manually on 48" x 40" pallets upon receipt.)

In the storage area, high-speed tiering devices take over. They lift the newly arrived loads; transport them to their pre-assigned storage racks; and stack them.

Ordinarily, this should be a time-consuming task. But not at the Liggett distribution center. Reason? The highly-efficient construction of the tiering components used by the facility.

hoisting a load

In order to hoist a palletized load from the floor, the Liggett tiering component first "runs up" to the merchandise. It then extends its forks hydraulically into the pallet and lifts its load up over its wheels. Following this, the component's forks and load are retracted and the industrial truck is ready to travel to the appropriate storage rack.

Here, the tiering device is positioned so that it faces the rack. Its forks are extended until the load is in the correct position. The load is then lowered onto the rack bed; the forks retract from the pallet; and the storage operation is complete.

In addition to their storage assignments, Liggett's two tiering components have also streamlined the company's order-picking operation.

When a full pallet load of merchandise is to be shipped to a customer, the trucks remove the proper merchandise from storage and transport it.

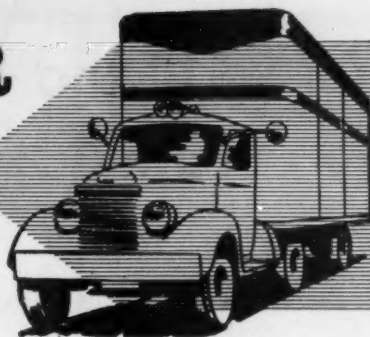
(Continued on page 40)

Left: mh components expedite warehousing at Liggett. Below: the firm's widespread use of motor freight plays a key role in the success of its shipping operations.

Photos by Lewis-Shepard



VIA MOTOR CARRIER



Double-bottom over-the-highway transportation continues to gain! Experiments involving double-bottoms have moved into high gear on the Ohio Turnpike and the Northern Indiana Toll Road. Test period: six months.

The Spector Freight System has earmarked \$20 million for new facilities and equipment, to be built and purchased during the next four years. The Spector program includes:

- Plans for the expansion of existing facilities and the construction of new motor freight units in 18 Eastern and Midwestern cities.

- An all-out drive to make the Spector over-the-highway fleet the most modern on the road. How? By purchasing \$7-1/2 worth of containers; container mounts; tractors; trailers; pickup and delivery trucks; and supporting equipment.

- Ensuring the fullest possible application of the carrier's newly adopted revised operating plan for high speed intercity freight movements and more flexible service to customers.

"What's Ahead" and "What's New" were the two big questions answered at last month's 19th Annual Convention of the Truck Trailer Manufacturers Association. Participants in the Coronado (Calif.) session: Welby M. Frantz, president of the American Trucking Associations; John Rowe, Bank of America specialist in truck and trailer financing; Professor Marvin K. Barloon, Western Reserve transportation economist; and William Hummell, Trailmobile's chief engineer.

Now available to shippers, via the Interstate System: direct, single-line service from the Atlantic to the Rocky Mountains. Reason: the merger of Prucka Transportation and the acquisition of Lancaster Transportation by the carrier.

"This unification is in accord with the ICC's policy of encouraging corporate simplification," declare Interstate officials. "It also allows us to render improved and more extensive service to our customers."

The Interstate-Prucka-Lancaster ar-

rangement makes Interstate the seventh largest common motor carrier in the nation. It also provides the line with a grand total of 3,850 vehicles; 23,013 route miles; and 72 terminals in 24 states.

Opened by the Fruehauf Trailer Company: a new Rochester (N.Y.) branch. Location: 1635 East Henrietta Road . . . New daily schedules providing second morning motor freight service between Salt Lake City and Los Angeles have been inaugurated by Consolidated Freightways. The new service is a direct result of the merger of Arizona Express and CF.

Over-the-highway combinations of up to 65' in length have been given the green light in Montana. Restriction: a special permit must be obtained from the state . . . Cooper-Jarrett, Incorporated, has been granted temporary authority by the Interstate Commerce Commission to operate Atlantic Freight Lines. AFL's authority extends from Ohio east to Pittsburgh, Baltimore, and the Niagara Frontier.

The Central Motor Freight Association and the University of Chicago Downtown Center are currently offering a practical, fact-packed course analyzing federal and state trucking laws and regulations. Topics to be discussed include: operating authorities; types of carriers; exemptions; interstate and intrastate commerce; bills of lading, receipts, and other motor transport documents; and liability for loss, damage, and delay.

Proposed by Merchants Motor Freight is an incentive rate for multiple pick-ups on LTL traffic between its key terminals, which would result in a 5% reduction in its customers' freight charges. Reason? A company survey of the costs involved in picking up ten or more shipments at one location, as compared with the cost of picking up a single shipment. The study's findings? Substantial savings are realized when the shipper cooperates with the carrier in expediting pick-ups—savings which can be passed on to the shipper.

Sea-land service rushes shipment from Japan to U. S. in 14 days!

Chalk up another significant triumph for integrated sea-land transportation!

What is believed to be the first consolidated sea-land shipment to move to inland U.S. destinations in its original directional-loaded containers—and on through bills of lading—was recently hauled in record time from Yokohama to Chicago. Carriers: Interstate Motor Lines and the Pacific Far East Line. Shipping time, from dispatch to delivery: a breathtaking 14 days!

Briefly, here's how the consignment was handled. Ordered by the International Importer Company and the Transamerican Import and Export Company, a mammoth load of transistors and parts was assembled in Yokohama. Ready to go, it was loaded into six large containers; stowed aboard an outbound PFE vessel; and transported to San Francisco.

There, IML was waiting. The containers were placed aboard two IML trailers and hauled over-the-highway to Chicago, speedily, safely, and efficiently.

Reports H. W. Weinhold, Container Traffic and Sales, PFE: "The consignees were happy with the success of the operation and the fact that their cargo arrived in Chicago just 14 days after leaving Japan. The fast trip saved them several hundred dollars."

A dramatic example of what sea-land service can achieve in the way of speed and economy, the transistor-parts shipment represents a high point to date of IML's

expanding Asian-American shipping operations. Arrangements to throw the service into high gear have been completed by C. E. St. Jeor, IML's general sales manager, who recently appointed IML export-import agents in Japan, Hong Kong, and the Philippines.

The growth of its Orient-U.S. operation, IML officials enthusiastically point out, "will bring the foreign market to America days faster. Moreover, the through bill of lading—with one rate from origin to destination—will make it possible for merchandisers to know almost immediately whether they can make a profit, since they may easily compute the delivered cost, without worrying about other expenses."

Interested in further details on the sea-land service? Available from IML (contact: Public Relations Director, IML, 235 West Third South, Salt Lake City) is a new 30-page brochure. Title: The World Goes To Market Via IML.

The booklet contains data regarding the procedures underlying the sea-land operation; maps; rate and charge tables; and a roster of IML's 12 import-export department specialists in Los Angeles; San Francisco; Portland; Seattle; Denver; Kansas City; St. Louis; Chicago; and New York.

Also included are instructions and a sample of the carrier's through bill of lading, plus an outline of the cargo control advantages inherent in IML's teletype communications setup.

Integrated sea-land service recently scored another major "first," with the pickup, transport, and delivery of what is believed to be the first consolidated sea-land shipment to move to inland U.S. destinations in its original directional-loaded container, and on through bills of lading. Playing a major role in hauling the consignment: Interstate Motor Lines.



We want it at our FINGER TIPS

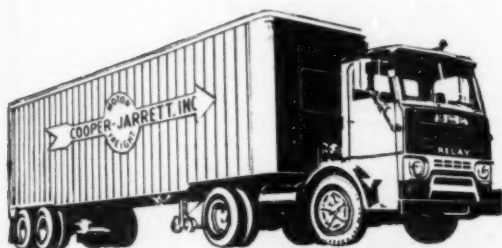


You . . . the Traffic Man . . . want your information quick . . . complete . . . and correct. You ask for a system that will give you the service you need . . . when you need it . . . right now!

Cooper-Jarrett . . . *the Traffic Man's line . . . with the most modern teletype-IBM system brings you that service . . . right now!

All the information you need concerning shipments . . . schedules . . . availability of equipment . . . or anything else you want to know.

quick . . . complete . . . correct
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*"the Traffic Man's line" is a Trade Mark of and in use by Cooper-Jarrett, Inc.

CHECK NO. 10 ON HELP-O-GRAM CARD

February, 1960

Alert traffic techniques, efficient trucking spur distribution at Chemagro

● Trouble-free highway transportation is vital to the smooth functioning of the Chemagro Corporation's extensive distribution activities. Nearly 40% of the agricultural chemicals shipped by the Kansas City (Mo.) firm move via motor carrier. Consequently, just how effectively various truck lines handle Chemagro shipments is of paramount importance to the firm.

checks highway shipments


Result? Chemagro's well-run traffic department—under the direction of TM D. J. Hickey — keeps close tabs on how speedily, safely, and smoothly outbound highway consignments reach the company's farflung customers. How does it do this? By asking consignees to fill out a simple, yet effective, form stating when and in what condition their shipments reached them. (This form—presented here—is also utilized, of course, to analyze the efficiency of other modes of transportation, as well.)

While typical of the "scientific" manner in which Chemagro's traffic unit goes about its duties, the "time and condition" form is only one of many procedures being employed by the midwestern concern to get the most for its transportation dollar.

Among the other techniques used by Chemagro are the maintenance of an up-to-date tariff file, containing rates for virtually all shipments; the careful recording of freight bill payments, to prevent duplicate payment on consignments; and the retention, where traffic can reach them easily, of all bills of lading. In addition, Chemagro culls its files regularly and

(Continued on page 30)

"Time and condition forms enable Chemagro to check on the efficiency of its carriers."



TELEPHONE HUMBOLDT 3-4250 ————— TELETYPEWRITER SERVICE KC 493

CHEMAGRO CORPORATION
P. O. Box 4913, Hawthorn Road, KANSAS CITY 20, MO.

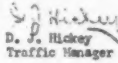
Gentlemen:

On _____, 1959, we shipped _____
via _____

In order that we may complete our records and at the same time maintain a high standard of service from the carriers involved, it would be appreciated if you would complete the following information and return at once to

D. J. Hickey, Traffic Manager
Chemagro Corporation
P. O. Box 4913, Hawthorn Road
Kansas City 20, Missouri

Very truly yours,
CHEMAGRO CORPORATION


D. J. Hickey
Traffic Manager

DJH:rs

DATE OF ARRIVAL _____

CONDITION _____

COMMENTS _____

Signed

Why Pilot drivers have won 20 Rodeo Championships in the last 8 years



P. H. Reid



Edward Costello



James S. Jackson



L. W. Ford



William J. Yates



Paul Pittman



William Comiskey



James Connolly

5
national
championships

15
state
championships

1952 P. H. Reid—National Rodeo
P. H. Reid—N. C. State Rodeo

1953 P. H. Reid—National Rodeo
Edward Costello—Penn. State Rodeo

1954 James S. Jackson—N. C. State Rodeo
L. W. Ford—N. C. State Rodeo

1955 James S. Jackson—National Rodeo
James S. Jackson—N. C. State Rodeo
Edward Costello—Penn. State Rodeo

1956 P. H. Reid—N. C. State Rodeo
Edward Costello—Penn. State Rodeo
William J. Yates—N. J. State Rodeo

1957 L. W. Ford—N. C. State Rodeo
Paul Pittman—N. C. State Rodeo

1958 L. W. Ford—National Rodeo
L. W. Ford—N. C. State Rodeo
Paul Pittman—N. C. State Rodeo

1959 L. W. Ford—National Rodeo
William Comiskey—N. J. State Rodeo
James Connolly—N. J. State Rodeo

Attitude creates champions. And with Pilot this attitude is SERVICE. The ever present desire to excell is Pilot's corporate philosophy. It produces champions . . . it produces award winning service for your shipments.

**SERVICE
IS OUR
FRAME
OF MIND**



Pilot Freight Carriers

INCORPORATED
GENERAL OFFICES — WINSTON-SALEM, N. C.

CHECK NO. 11 ON HELP-O-GRAM CARD
February, 1960

WHAT YOU SHOULD KNOW ABOUT COPYING DEVICES



Remington Rand

● Are your traffic personnel spending far too much time copying charts, reports, transportation documents, and a whole host of other papers related to your department's activities?

They needn't. An efficient, easy-to-use copying device—tailor-made to the needs of the modern traffic office—can relieve your aides of these onerous, time-consuming chores. What's more, it can provide YOU with a foolproof system for obtaining copies of the papers you need almost as soon as you need them.

two key methods

Basically, there are two major duplicating methods from which you may choose. The first involves offset duplicating equipment; the second, a photographic copying unit.

Recent improvements in offset duplicating techniques have made this one of the most promising and economical traffic copying methods. Selected carefully, an offset duplicator will reproduce virtually any number of papers you may require—and do

the job speedily and inexpensively. Operation? A snap. With a little instruction, anyone in your department can soon run an office duplicator like a "pro."

In picking an offset duplicator, report the experts, there are three things to look for:

1) A blanket which does not serve as a conveyor or ejector, but remains in position for its one big job—image transfer.

2) A removable inking unit. Such a unit reportedly will save time and speed production.

3) A trio of matching scales—on the feedboard, conveyor table, and receiving tray. Reason? To ensure the most rapid and accurate positioning of paper and image.

Typical of the offset duplicators currently available is a mechanism developed recently by a group of offset specialists. It embodies simplified, tool-less controls, which may be efficiently operated by anyone.

One lever applies the dampener and ink roller to the plate. Contact between plate and blanket is automatic. All standard plates—paper, acetate, and metal—may be handled with any type of punching. As many as 7200 impressions-per-hour may be obtained from papers as small as 3" x 3" or as large as 11" x 16".

Versatile and almost as easy to operate as offset duplicators are the photographic copying devices now being marketed. They are designed to copy anything that is written, printed, drawn, typewritten, blue-printed, or photographed.

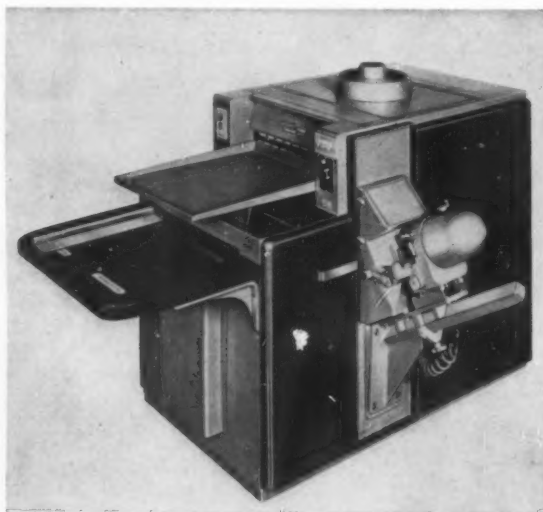
Generally speaking, these machines consist mainly of a large camera, with a magazine for holding a roll of photographically sensitized paper, and compartments for developing and "fixing" prints within the apparatus.

no training needed

No photographic training is needed to operate photocopiers. Focused mechanically to whatever size of copy is desired, they produce prints with a black-and-white contrast sharp enough to permit the copying of drawings, blueprints, maps, and records at reduced size and with no loss of legibility.

Photocopying equipment comes in a variety of sizes. Especially suited to the needs of the smaller traffic office is a device occupying less than two-square-feet of space. This component may be used under any normal office lighting to make copies of typed, written, or printed material. Up to five black-on-white copies-per-minute may be made with a push-button operation on ordinary uncoated paper from one photo-sensitive matrix.

Coming up next month: a detailed report on the ABCs of tape recorders and their mounting use in traffic-transportation.



New copying units like this one are slashing traffic office paperwork, reducing clerical costs, boosting overall efficiency.

For the finest motor transport service

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IML

NOT just Interstate



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Overnight.....	between Salt Lake City and Denver
2nd Morning.....	between Salt Lake City and West Coast
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2nd Morning.....	between Chicago and Denver
2nd Morning.....	between West Coast and Denver
3rd Morning.....	between Salt Lake City and Chicago
3rd Morning.....	between Los Angeles and Kansas City
3rd Morning.....	between Oakland and Kansas City
4th Morning.....	between Portland and Kansas City
4th Morning.....	between Portland and Chicago
4th Morning.....	between Oakland and Chicago
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Ask for our 46 dedicated IML Flyer Schedules

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One of America's Great Transportation Systems

CHECK NO. 12 ON HELP-O-GRAM CARD

February, 1960

LISTEN, MR. TRAFFIC MANAGER

● The scheduling of common carrier vehicles in and out of industrial distribution centers or individual plants is by no means a new innovation in the traffic field. However, it is our contention that the extent to which it is done and the manner in which it is done has just scraped the surface of an area in which there are vast potentials for both the carriers, shippers, and receivers alike.

In the case of large or volume shippers, the old fashioned indiscriminate afternoon pick-up by common carriers is a thing of the past. Shippers found themselves in a position of having anywhere from 10 to 25 carrier vehicles arriving at their loading doors between 3 and 6 P.M. every day. Obviously, the manpower and the area necessary to accommodate these pick-up trucks ran to great expense.

As a result of this many shippers then started to schedule in the vehicles, for such pick-ups starting early in the morning and having them arrive every half-hour or hour as the case may be. Because of this, fewer individuals were needed to load outgoing freight because the workload was spread over a days period. By the same token the carriers benefited in not having their vehicles tied up for a lengthy period of time waiting to get into the shippers dock.

the next phase

With the success of this, receivers of material then started to schedule in delivery equipment. This also was a boom to the carrier and the receiver alike, in that again they could both plot their days work with the minimum number of persons for both the carrier and the receiver. Further refinements of this resulted, in many instances, into a dove tailing of a carrier vehicle delivering material and in turn picking up while he was at the same location. Thus, duplication of equipment was avoided.

In the case of deliveries some carriers are making progress, and we might say revolutionary progress, in convincing receivers in large metropolitan areas to receive the freight

at night or in the early morning hours. It is our understanding that some of the larger department stores in the New York City area are having the carriers deliver freight to their receiving areas between 10:00 P.M. and 5:00 A.M.

This serves a dual purpose in that the material received in the store can be properly spotted and put away

How and why carriers should be scheduled into & out of plants & distribution units.

before the shipping group arrives thus utilizing the same space for both receiving and shipping. By the same token, it is of great help to the carrier in that he can conveniently drive his equipment to the stores with virtually no traffic to contend with, thus allowing him to make deliveries in 50% less time.

Similarly it also frees his equipment so that it is available to start the early morning pick up schedule. The equipment alone would require approximately 30% less pieces. It is our feeling that wide spread use of night time delivery should be thoroughly investigated by all large Metropolitan areas with the cooperation of the carriers themselves and we are sure with a resultant decrease in freight rates.

If we follow along the same lines we can also see instances where it might be beneficial for the shippers to also make their deliveries to the carriers at night.

In our own operations we have found it more convenient to make the movement from one plant to another within a 15 or 20 mile radius because of the lack of normal traffic. In effect, what we are saying is that again the travel time can be greatly

reduced by traveling on roads that are free of normal vehicle traffic. We have also found in some instances where we have made experimental drives that it is far more convenient for us to ship at night even to the point of having a night shift shipping operation. This again enables us to utilize our space far more economically than if we were trying to ship and receive at the same time.

I think what we must make ourselves cognizant of is that there is very little difference between day and night and that operations and activities should be scheduled according to the convenience of all concerned, and not scheduled on the basis of an 8 to 5 working daylight day. Twenty-four hour use of equipment and space is economically much sounder than larger work areas and more equipment.

good customer service a key traffic duty: Fugiel

"Service—from the inquiry to the completion of the order and its rapid and safe arrival at the customer's door—is the ultimate objective of every organization. And in providing customers with the safest, speediest, and most efficient delivery possible, the traffic manager's role is a key one."

So says Joseph M. Fugiel, assistant TM at the Delta-Star Electric Division of the H. K. Porter Company.

"The traffic manager's role in ensuring service," declares Mr. Fugiel, "involves a myriad of factors, all interdependent. His efforts embrace every facet of traffic, including the cost of transportation; carrier selection; routing; equipment required; the coordination of distribution activities with production schedules; packaging; and materials handling. Each step essential to getting merchandise to the customer promptly and economically hinges on decisions made by the traffic executive."

Consequently, as Mr. Fugiel sees it, the most important duty of the TM today is to establish and maintain control, internally and externally, aimed at fulfilling his company's ultimate major objective—service.

Take a **NEW LOOK** at **CROSS-COUNTRY** Routing!



Now spanning two-thirds of the nation, T-A
is the logical choice for cross-country
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to reach all major cities
with only **one** change of
carrier and most with
T-A's Thru-Way Trailer Service
with associate carriers.



All This . . . and All-Weather Dependability, Too!

Your freight follows the sun . . . over
T-A's **Roadrunner Route** . . . through the
only all-year, all-weather, snow-free pass.
T-A matches **any** delivery schedule to or
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no delays due to weather.

Coast to coast . . . border to border . . .
or anywhere on T-A's direct lines . . . de-
pend on the Roadrunner Route for prompt
delivery on promised schedules.

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INTER-LINE SERVICE TO ALL MAJOR CITIES COAST TO COAST

CHECK NO. 38 ON HELP-O-GRAM CARD
February, 1960

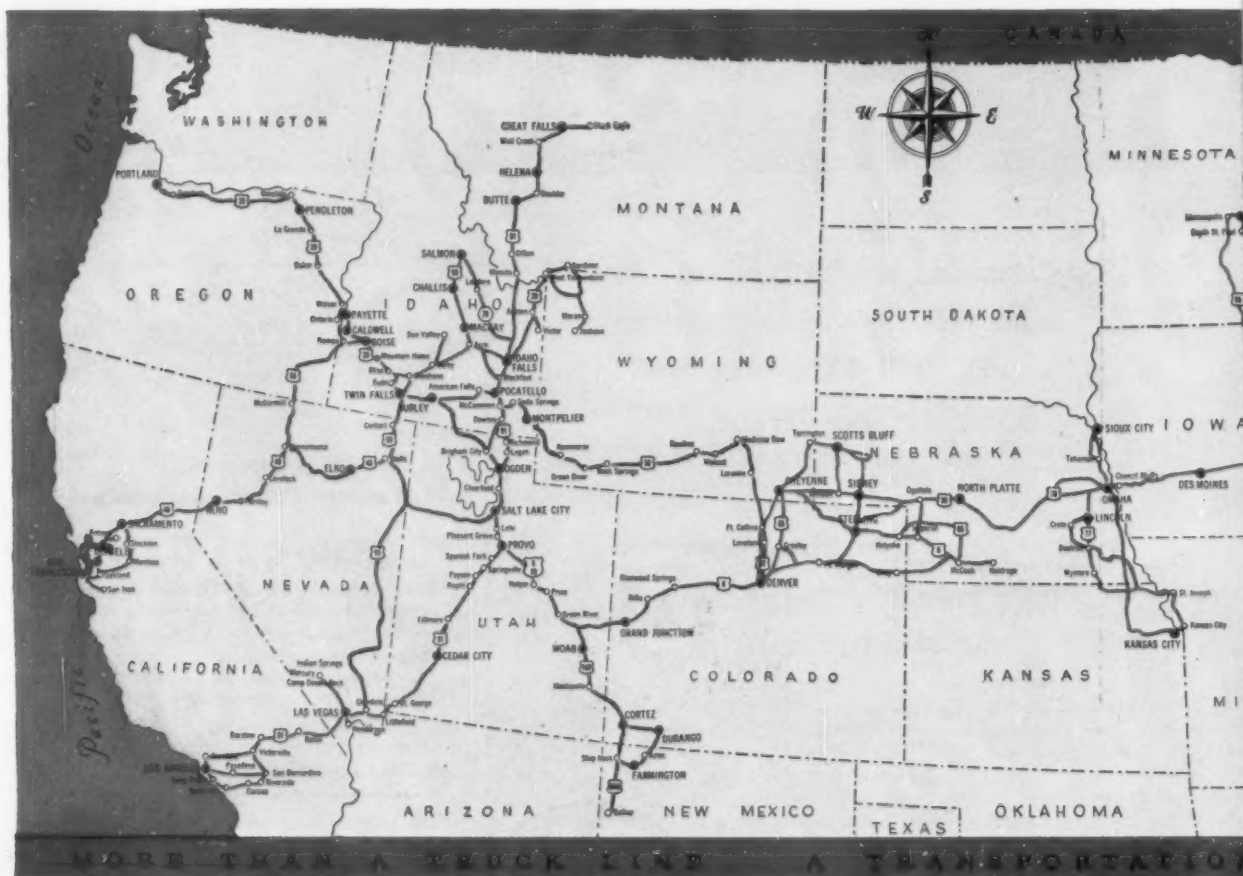
A new chapter in the story of America's **Interstate System merges**

We are pleased to announce the acquisition of Lancaster Transportation Co., Lancaster, Pa., and the inclusion of the Prucka Division of Interstate System into the parent corporation. This consolidation offers to shippers using Interstate System the availability of extensive intra-state routes in Pennsylvania and the many advantages of a comprehensive single-line carrier operating from the Atlantic Seaboard to the Rocky Mountains. By temporary authority we operate Connecticut Motor Lines, serving Connecticut, Rhode Island and all of Massachusetts.

This extension of services and facilities and the

addition of skilled, experienced transportation specialists has important implications for our customers. We now serve over 9,000 points in 24 states through 72 company-owned terminals, with special emphasis on small shipments to small towns. And in America's industrial heartland we move more freight than any other motor carrier in the country.

We have the equipment, the facilities and the experience to give you the swift, safe, economical service you want. Your local Interstate System terminal is listed in the Yellow Pages. Call us for your next shipment.



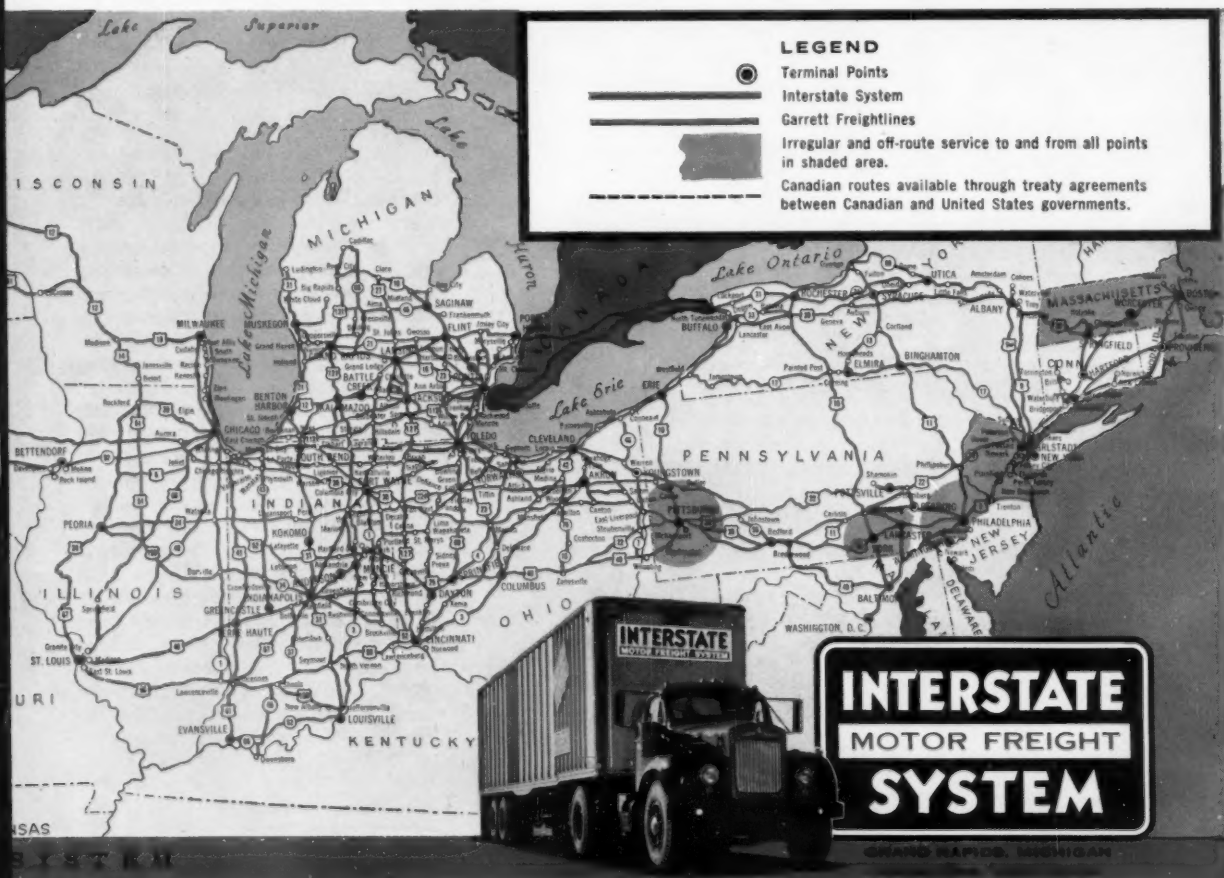
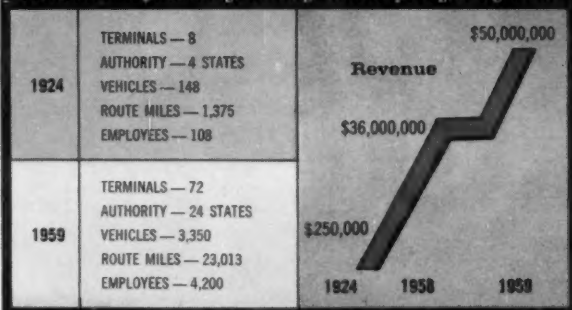
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SERVICES WE PROVIDE—REGULARLY!

- **COAST-TO-COAST.** Guaranteed thru rates to or from West Coast points as named in Rocky Mountain tariffs. Our West Coast carrier is Garrett Freightlines.
- **DIRECT TO IMPORTANT MARKETS.** Economical traffic movement to nearly every crossroad on the map in America's industrial heartland; direct, single-line.
- **LESS-THAN-TRUCKLOAD.** Direct, single-line, time-tabled LTL service. It's fast and the most dependable in the country.
- **TRUCK DISTRIBUTION TARIFFS.** A unique way to cover multiple markets at less cost than applicable LTL rates. Pioneered by Interstate System.
- **TIME SCHEDULE MERCHANDISE RUNS.** Over 260 daily timed departures and arrivals. Shipments leave on time, arrive on time, with clock-like precision.
- **PUERTO RICO.** Direct service to and from Puerto Rico via Pan-Atlantic Steamship Corp. Sea-Land Service.

America's fastest growing motor freight system



CHECK NO. 14 ON HELP-O-GRAM CARD

How JET AIR CARGO will revolutionize shipping at Raytheon

"Sky cargo will slash our order-to-delivery time from over seven days to just one day."

● The United States is now only five hours wide and two hours deep for the Raytheon Company's Distributor Products Division. Reason? Jet air cargo.

Launched recently, an advanced distribution concept—based squarely on the extensive use of jet sky freight, supplemented with the most modern communications devices, data processing equipment, and automatic inventory controls—bids fair to revolutionize shipping at the heads-up Raytheon unit.

The system will eliminate branch warehouses by compressing the electronic concern's distribution cycle to provide 24-hour deliveries to distributors in key cities around the nation. Once the operation moves into high gear, Raytheon's 700 distributor customers will be serviced from one shipping facility — dubbed *Unicenter* — in Westwood, Massachusetts.

Newly designed automatic private wire communications equipment and

lightning-like jet freight flights, moreover, will slash order-to-delivery time from an average of seven days to one day. In some instances, up to 13 days will be pared from Raytheon's distribution schedule.

Result, according to Raytheon executive John T. Thompson?

- Faster, more complete service to distributor customers.
- The elimination of three field warehouses.
- A reduction, by some \$2 million, of duplicated inventories.
- The eradication of taxes on duplicated inventories.
- An end to back-ordering.
- The elimination of added billing costs on back orders.

"Comprehensive cost studies have proven the soundness of our *Uni-market* concept," Mr. Thompson points out. "We will be able to phase

out our present components warehouses in Chicago, Los Angeles, and Atlanta with resulting savings in building rental costs and overlapping inventories."

Raytheon's Distributor Products Division now stocks 12 product lines embracing more than 2,000 individual products. Field warehouses stock only about 60% of the line basing inventories on estimated area needs. Also, the problem of limited shelf life on some of the slower moving items makes it unwise to stock them locally.

complexity of products

This complexity of product lines, Mr. Thompson explains, is increasing due to the more sophisticated application of electronics to industrial as well as consumer products. This broader use coupled with the growing complexity of electronic design continues to add specialized parts that must be stocked for prompt field replacement and servicing.

Full utilization of jet air freight and new communications techniques will permit the use of a centralized warehouse with a 100% inventory. Back orders, common with so complex a product line, will be eliminated by drawing all orders from a fully stocked central warehouse. These back orders, common in most businesses, result in extra handling by



Assembling an outbound Raytheon order, stock clerks select electronic units from racks.



Destined for customers around the U.S., components are loaded aboard an airfreighter.

warehouse personnel and the customer as well as in extra billing costs.

Initially, all 25 district offices of Raytheon's Distributor Products Division will be supplied with tel-originator equipment into which Raytheon's controlled inventory accounting cards will be fed. Ultimately, all major distributors of Raytheon components will use this data transmission equipment in their own offices.

The prepunched *Rayci* (Raytheon Controlled Inventory) cards will be inserted in each package of five electron tubes leaving the warehouse. When the merchandise is sold, the distributor will collect the cards and place his replacement order without paperwork. He simply will send in the cards which are identified with his account, the type of merchandise and the unit cost.

The new Tel-O-Riginators will accept these prepunched cards in the field and instantaneously convert the information into an electronic signal. The transmitted signal will duplicate the card at the Westwood division headquarters. There, an invoice and shipping manifest against which the order is filled will be automatically prepared.

A typical order of 5,000 various tubes will be received in about 17 minutes, assembled in 90 minutes, and delivered to Boston's Logan Airport in another 45 minutes. Orders from 3,000 miles away will be delivered routinely within 24 hours, a saving of 13 days in some cases, using the new around-the-clock *Unimarket* system.

Aside from air freight, the success of Unimarket hinges on high-speed order processing equipment & procedures.



Hauled via air cargo, Raytheon units are reaching consignees in only a fraction of the time it formerly took. Result? Better, more efficient service for customers.



**"Styles change fast, so
we move fast,
via Delta Air Freight!"**



Florida Fashions Co. (Orlando, Florida) keeps abreast of style changes by supplying its faraway outlets on a 24-hour basis and avoids overstocking.

"Even the sudden exit of the sack dress didn't catch us overstocked," reports M. C. Albrecht, Vice President Operations, "we use Delta Air Freight five days a week to meet the demand for new styles, so we don't have to risk carrying large inventories. We have expanded our marketing area, too, competing in places accessible to us *only* by Delta Air Freight."

Profit from Delta's BIG PLUS



Delta operates all-cargo flights and in addition carries freight on every passenger flight, including Jets. All-cargo flights serve Atlanta • Chicago • Cincinnati • Charlotte • Dallas • Houston • Miami • New York • New Orleans • Orlando • Philadelphia • Tampa • Memphis



GENERAL OFFICES: ATLANTA AIRPORT, ATLANTA, GA.
CHECK NO. 15 ON HELP-O-GRAM CARD

TRAFFIC PROFILE

Thanks to dynamic D. V. Hickey, Chemagro's traffic operation is smooth and efficient.



D. J. HICKEY
Traffic Mgr.
Chemagro Co.

Traffic Manager D. V. Hickey of the Chemagro Corporation firmly believes in the "scientific" approach to traffic-transportation management. Loose and ill-defined traffic-transportation procedures and techniques are not for him. You won't find any in his department. What you *will* find, however, is a taut, carefully-planned, precisely executed distribution operation, which has enabled Chemagro to get more for its transportation dollar than most firms.

an active traffic crusader

In addition to this "scientific" approach to his duties, Mr. Hickey is an active crusader for the improvement and elevation of the status of traffic executives. He contends—and rightly so!—that traffic managers everywhere are doing a bang-up job for their companies and that they deserve heightened status within their companies' chains-of-command.

How can added status be attained? One method suggested by Chemagro's TM: making top management aware of the responsibilities and the tasks performed by traffic. (See Mr. Hickey's article in the December, 1959, issue of Shipping Management-National Hi-Way Shipper.)

Says Mr. Hickey: "Understanding and appreciation by top management of today's traffic function is a 'must' if traffic is to continue to rise in the organizational structure of business. To keep it climbing, we've got our work cut out for us. All too many concerns still regard traffic as a necessary evil, simply because they've never been apprised of its true value."

Born and reared in Brooklyn (N. Y.) Chemagro's TM has come up the

hard way through the traffic ranks to his present high position. He served, in a traffic capacity, with such organizations as Cutter Laboratories; the Bush Terminal Corporation; and the National Lead Company.

Following his National Lead assignment, Mr. Hickey was with the Air Reduction Sales Company's traffic department for four years. His current assignment at Chemagro followed. Appointed Chemagro's assistant traffic manager in New York, Mr. Hickey was eventually transferred to the company's Kansas City GHQ. And on January 1st, 1959, he was boosted to the top slot in Chemagro's traffic department.

outside activities

An active traffic executive outside, as well as inside, his company, Mr. Hickey is a member of the National Industrial Traffic League; the Traffic Club of New York; and the Kansas City Traffic Club. He also serves on the Traffic Committees of the National Agricultural Chemicals Association and the Manufacturing Chemists Association.

Consolidated Paper KO's dock tieups with truck levelers

The Consolidated Paper Company has ended costly, time-consuming truck loading-unloading jam-ups. How? By installing 10 up-to-the-minute hydraulically operated truck levelers in its loading dock pavement.

Raising or lowering truck beds until they are level with the dock surface, the units are so designed that they may travel 14" up or 14" down. Thus, all types and sizes of trucks—no matter how extensive the variation in their bed heights—may be brought flush with the loading platform swiftly, smoothly, and easily.

Result? The Monroe (Mich.) concern is current loading-unloading up to 25 trucks a day, with greater efficiency and dispatch than ever before.

WHEN THE ORDER SAYS "RUSH"...

...there's no better way to follow-through than by Greyhound Package Express! It's the unique shipping service that goes to many areas other services can't reach. And Greyhound Package Express is always "on duty" when you need it...'round the clock...even Sundays and holidays!



IT'S THERE IN HOURS

...AND COSTS YOU LESS!

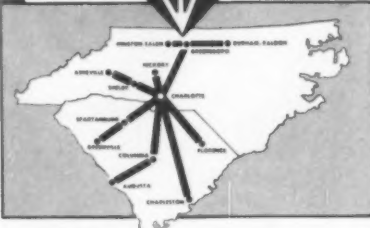
When getting it there in a hurry means **business**, you can count on Greyhound Package Express! Your packages go anywhere Greyhound goes, by dependable Greyhound buses on their **regular runs**. That means you get service **seven days** CHECK NO. 16 ON HELP-O-GRAM CARD

February, 1960

a week...24 hours a day...weekends and holidays! And you can send C.O.D., Collect, Prepaid—or open a charge account. For information, call any Greyhound bus station, or write Dept. 5B, 140 South Dearborn St., Chicago 3, Ill.

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from
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the **IMPORTANT
COVERAGE** of the
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NEWEST - FASTEST! STENCILING METHOD

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ROLL-A-STENCIL
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TRADE MARK



- **THREE TIMES FASTER** than brushing or spraying for production stenciling of cartons and boxes.
 - **MOST ECONOMICAL ROLLER METHOD.** ROLL-A-STENCIL INK costs less than 1/3 the price of other roller inks. Available in black and 5 colors.
 - **PATENTED TWIN ROLLER DESIGN** gives neat as print stenciled impressions in one fast stroke.
 - **30 SECONDS TO INK** special self contained ink roller. One inking lasts up to 1000 stenciled impressions.
- ROLL-A-STENCIL is a proven dependable product . . . **WRITE FOR COMPLETE INFORMATION.**

UNIVERSAL FOUNTAIN BRUSH CO.
St. Petersburg, Florida
CHECK NO. 17 ON HELP-O-GRAM CARD

Chemagro

(Continued from page 18)

eliminates unnecessary tariffs, while adding new ones.

While expecting its carriers to do the best they can, Chemagro also realizes that it is its duty to treat its carriers fairly and squarely. Typical of the manner in which it goes about achieving this is the interview schedule it has set up for freight solicitors. Because transportation sales representatives know exactly when they may see Mr. Hickey, they may plan accordingly. Result? No long, and often futile, waits to talk to Chemagro's traffic executive—something that all the freight solicitors calling on Chemagro deeply appreciate.

Underlying the development and utilization of these procedures, and, for that matter, the success of Chemagro's traffic operation itself, is the fact that traffic management at the agricultural firm is centralized. Mr. Hickey's department oversees all of Chemagro's key traffic-transport responsibilities—from routing to the processing of claims, from export-import activities to personnel household moving.

responsible to VP

He is responsible directly to a company vice president; maintains close "cooperative" relations with other Chemagro departments; and is the nerve-center of all tasks involving the transport, handling, and processing of freight at Chemagro.

Outcome? Chemagro's distribution operation ranks with the best in smoothness, efficiency, and economy—a perfect example of what may be achieved by an alert, energetic traffic manager and a firm believing completely in the importance and the value of effective traffic management.

A-1 dock enclosures floor damage, cut costs at Breck

Want to make your loading dock enclosures really weatherproof and trouble-free? Then follow the example of John H. Breck, Incorporated.

Breck's solution to the problem of leaky, ineffective enclosures was the installation of a series of advanced units, made of neoprene coated nylon. Cost per enclosure: \$200, fully installed. Worth the price? Every penny of it, report enthusiastic Breck officials.

During the two years the Spring-

field (Mass.) manufacturer of hair tonics and shampoos has used its new enclosures, repairs have been incredibly light and the enclosures have withstood the full impact of the elements amazingly well.

In addition, the units have produced a whole host of substantial savings for cost-conscious Breck. These include:

1) A reduction in the cost of heating. When the warehouse door is open, very little heat can escape to the outside air—thanks to the enclosures.

2) A sharp decline in merchandise spoilage. Without effective dock enclosures, Breck found that its containers were constantly being drenched in foul weather. Not anymore, though. The enclosures protect all inbound and outbound cartons and their contents perfectly.

3) Employees are more comfortable and can work more efficiently, with far fewer interruptions.

Effective March 28th, air carriers must "post and display, continuously and conspicuously, notices of changes in tariff rates," under the Civil Aeronautics Board's recent amendment of Part 221 of its economic regulations.

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and NEW TOWER California's World-Famous Resort overlooking the Blue Pacific where Wilshire meets the sea. Twenty minutes from International Airport. 450 luxurious rooms and bungalows, all with television and radio. Complete convention facilities. Banquet rooms for up to 2,000, air-conditioned. Exciting new Venetian Room and Cantones Room. Swimming pool Beautiful grounds and landscaped gardens. Rates from \$8. Write William W. Donnelly, Gen. Mgr.

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- GALLUP, N.M. Hotel El Rancho
- ALBUQUERQUE, Hotel Franciscan
- DENVER, COLO. Hotel Park Lane
- WASHINGTON, D.C. Hotel Raleigh
- HARTFORD, CONN. Hotel Bond
- PITTSBURGH, PA. Hotel Sherwyn
- CINCINNATI, O. Hotel Sinton
- HONOLULU, Hotel Waikiki Biltmore

World-famous Hotels
Teletype service—Family Plan



MOTOR CARRIER DICTA



BY DAVID AXELROD

labor

Certain shippers complained recently to the Interstate Commerce Commission because motor common carriers serving them refused to deliver merchandise in violation of their common-carrier obligations. The carriers defended on the ground that the failure was justified because of their obligations under certain labor contracts to which they were parties and under specific provisions in their published tariffs.

In spite of the fact that service was later restored, the Commission refused to dismiss the complaints on the ground that the issues were moot. It did, however, rule that in view of the passage of a new labor act making it illegal for a labor organization and an employer to enter into a contract restricting the employer's right to do business with another employer or person, the entry of an order requiring defendants to refrain from acts now specifically prohibited by law would at this time appear not to be in the public interest or necessary for the future guidance of the motor carrier industry.

lease of equipment

A carrier, which had leased a trailer to another, sued the lessee after complete destruction of the trailer by fire while in the possession of the lessee. The subject matter of the suit was a contract made between the parties, both of whom are engaged in interstate truck transportation. Paragraph 2 of the contract referred to leasing regulations issued by the Interstate Commerce Commission.

The plaintiff asserted that the defendant as bailee was absolutely liable for the loss of the trailer while it was in the defendant's possession. On the other hand, the defendant asserted that its responsibility was limited to a bailee's common law liability for negligence and that it had not been negligent.

The court noted that the Interstate Commerce Commission regula-

tions required a written contract between the parties to this type of transaction and require that the contract provide for the "exclusive possession . . . of the equipment, and for the complete assumption of responsibility in respect thereto by the lessee for the duration of said con-



tract . . .". For this reason the United States Court of Appeals upheld the trial court's judgment for the plaintiff-lessor on the ground that the Interstate Commerce Commission's leasing regulations require the complete assumption of responsibility by the lessee during the duration of the leasing contract.

operating authority

A freight forwarder recently sought operating authority for used household goods, automobiles and general commodities from certain east coast points to points in eleven western states. Ten shippers appeared to support the application.

Applicant proposed to provide free pick-up service in an area in which it asserted no such service existed before and in which such a service would be of great importance to shippers.

The Commission stated that in the interest of "maintaining sound and equitable regulation of the freight forwarder industry and to avoid improvident and wasteful duplications of transportation service and facilities, it is incumbent upon us to require a

forwarder applicant to establish that existing service is unable or unwilling to meet the reasonable needs of the supporting shipper". The Commission held that whether free pick-up service is or is not available in the involved origin testimony "that factor of the proposed service does not represent a sound or proper basis for the issuance of new operating authority". It pointed out that if shippers believe that the failure or refusal of presently certificated forwarders to provide unrestricted free pick-up was unjust or unreasonable they could raise such question in a complaint proceeding before the Commission.

scope of operating rights

An applicant recently had occasion to request the Commission to determine whether or not authority to haul liquid chemicals included the right to transport liquid sulfur, paints, lacquers, and varnishes. It introduced evidence that the sulfur was relatively unchanged from its natural state while the paints, lacquers and varnishes were intended without further processing for use as finished products.

The Commission found that finished products are not liquid chemicals within the meaning of the Commission's definition. It held that since the paints, lacquers, and varnishes are intended without further processing for use as and finished products, they are not liquid chemicals.

Another applicant already holding authority to transport groceries and bakery supplies sought authority to transport frozen fruits, frozen berries and frozen vegetables. The Commission stated that it has long defined groceries as articles for human consumption which are customarily served as food or which are used in the preparation of food except fresh meat. It held, therefore, that authority to transport groceries and bakery supplies included authority to transport frozen fruits, frozen berries and frozen vegetables.

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When you ship by air, get first-class care. Ship by Riddle . . . and relax!



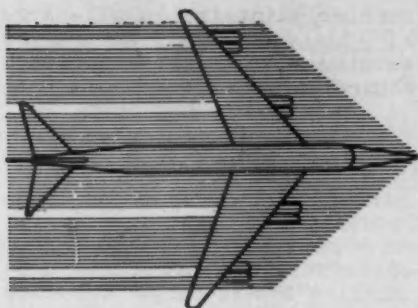
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32

Shipping Management — National Hi-Way Shipper



AIR CARGO NEWS

Problem: moving a five-ton rudder from the U.S. to a disabled passenger liner, being towed to Rio de Janeiro. Solution: air freight.

Two days out of Rio, the S.S. Del Norte recently lost its rudder. An urgent message, calling for a replacement part, was immediately radioed to the ship's owners in the U.S. And while the vessel was being towed to Rio, they swung into action.

A new rudder was located and dispatched to New Orleans. Air Express International's office in that city was alerted to make arrangements for the transport, via air cargo, of the massive component.

By the time the rudder was received by AEIC, all arrangements had been completed and the way cleared for its flight. It made the New Orleans-Rio run in a matter of hours.

Shipping the unit by sea would have entailed weeks and cost the Del Norte's owners thousands of dollars in lost time and dockage fees. But the use of sky cargo telescoped time and distance. Outcome? A tremendous saving for the Del Norte's owners.

Delta Air Lines has inaugurated service to West Palm Beach on its Chicago-Miami route . . . Inter-American jet cargo-and-passenger flights being operated by Pan American World Airways now total four per week . . . Riddle Airlines has beefed up its New York-Miami-San Juan all-cargo fleet with the addition of a third DC-4 sky-freighter.

Chalk up an important step forward for Mohawk Airlines, which recently became the first local service carrier to serve New York International Airport. Now linked to Idlewild, via Mohawk, are Buffalo; Binghamton; Elmira; Ithaca; Ogdensburg; Rochester; Syracuse; Utica; Watertown; and White Plains, all in New York State.

In the news again: Canadair's CL-44D. Both Canadair and Flying Tiger are currently embarked on a joint project involving the swing-tail, turboprop. Purpose of the project: to evolve a "break-through" domestic air freight tariff, which could put air cargo rates on a par with surface freight charges.

Preliminary studies have already indicated that a number of the new rates to be established may well hit six cents per ton-mile. Expected average rates: about 14¢ per ton-mile. Today's average rates: 18¢ per ton-mile, about 30% higher.

The Civil Aeronautics Board has renewed ASA International Airlines' air carrier certificate for another five years. In addition, ASA has been granted permission to designate Miami as a co-terminal with Tampa-St. Petersburg, and to add Maracaibo; Caracas; Guayaquil; Quito; Barranquilla; Medellin; Managua; San Jose; and Tegucigalpa as intermediate points.

For your address book: ABC Air Freight's new office in Los Angeles is located at 744 East 8th Street; Caribbean & West Indies' in New York, at 232 West 29th Street.

Launched by the Scandinavian Airlines System: twice-weekly service between Copenhagen and Milan, via Frankfurt, and five-times-a-week flights from Copenhagen to Stockholm, via Gothenburg. SAS is employing cargo planes equipped with special loading doors and endowed with a 12,000-pound capacity on both runs.

Memo to air shippers: Qantas Airways has purchased a six-story building in San Francisco. Address: 350 Post Street. Formerly leased by the carrier, the unit will serve as Qantas' GHQ for North America.

World air freight traffic will swell to a total of nearly 2 billion cargo ton-kilometers in '60, as compared with 1-3/4 billion in '58. So says the International Air Transport Association.

Declares IATA: "Air freight's phenomenal growth during the past year will be sustained in '60 by lower experimental rates for both specific commodities and bulk shipments of up to 10 tons. Increasing all-cargo service will also give air freight a powerful 'shot in the arm'."

In particular, IATA points out, North Atlantic cargo loads will register substantial advances.

Still expanding by leaps and bounds, the British Overseas Airways Corporation is looking ahead to one of the greatest years in its history. Location of the carrier's key U.S. offices: New York, U.S. GHQ, 530 Fifth Avenue; Atlanta, 1616 Fulton National Bank Building; Boston, 76 Arlington Street; Dallas, 1740 Mercantile Dallas Building; Buffalo, 10 Lafayette Square; Chicago, 69 East Madison Street; Cleveland, 240 Hanna Building.

Also: Detroit, 1239 Washington Boulevard; Los Angeles, 530 West 6th Street; Miami, 20 McAllister Hotel Arcade; New York, 71 Broadway and New York International Airport; Philadelphia, 1710 Pennsylvania; San Francisco, 237 Post Street; and Washington, 1124 Connecticut Avenue.

Delta Air Lines and American Airlines have established the nation's first all-cargo interchange service. Under the Delta-American program, the carriers are offering daily (except Saturday and Sunday) flights between Atlanta, Los Angeles, and San Francisco, with an intermediate stop at Dallas, using American-owned DC-6A Airfreighters.

Westbound flights depart from Atlanta at 1:00 AM. Eastbound hops from Los Angeles leave at 9:00 PM.

Northwest Orient Airlines is now operating daily cargo-passenger flights linking Minneapolis and Chicago with Fort Lauderdale Opened recently: Stockholm's Arinda Airport, an up-to-the-minute field designed to accommodate jets. Special feature: an 11,000-foot runway, geared to handle aircraft with a takeoff weight of more than 400 tons—twice that of any jet currently in use.

A new record for American Airlines! AA last year become the first domestic air cargo carrier to haul 100 million ton-miles of scheduled sky cargo in a single

year. The carrier maintains an all-cargo fleet of 10 DC-6As and 5 DC-7F Airfreighters, supplemented by 185 jet and piston cargo-passenger planes.

United Air Lines will shortly double its Cargoliner airlift. The first of six DC-7s—now being converted to Cargoliners—will go into service next month. By the end of the year, optimistic UAL officials predict, the airline's all-cargo capacity will have been boosted by 93%. Prediction for the next five years: a tripling of cargo ton-miles hauled by the carrier.

Hauled recently by a Pan American World Airways Boeing 707: the largest single consignment ever dispatched by a single shipper on a single jet aircraft. The shipper: Pfizer International. The consignment: 8,338 pounds of printed material, in 116 parcels. Points: New York to London . . . United Air Lines has inaugurated daily Douglas DC-8 jet service between Chicago and New York.

Operations at Newark Airport's spanking new Cargo Center, out-stripped in size only by New York International Airport's freight area, are getting off the ground—fast!

Built at a cost of \$4-million by the Port of New York Authority, the facility covers a 29-acre site at the north end of the field. It consists of three single-story freight structures (combined space: 108,000-square-feet) and a massive service building.

Two of the cargo buildings are capable of handling four skyfreighters each, while a third can handle seven. Each of the units, endowed with tailgate high floors, can also accommodate 24 trucks simultaneously.

Already utilizing the center are Delta Air Lines; American Airlines; Eastern Airlines; Braniff International Airways; Flying Tigers; Capital Airlines; Trans World Airlines; and United Air Lines.

Newark Airport's new Air Cargo Center



at the Cos. Club.
 nearly 50,000 cars and trucks
 are tested during the three-day
traffic news
 The award, a plaque, will be
 made by a committee of
 r of field service, Inter Indus
 gh. Safety committee, W

Greyvan Lines, a subsidiary of the Greyhound Corporation, has changed its name to Greyhound Van Lines . . . Appointed a field service rep for Indiana and Illinois by the American Trucking Associations: P. S. Clauson . . . Consolidated Freightways has opened a new national sales office in Detroit. Address: 117 North Junction. Representative: V. Burns.

R. H. Core has joined the Interstate System's Columbus (Ohio) terminal sales staff . . . A. B. Conwell has been named a Consolidated Freightways sales rep. He'll operate out of Los Angeles . . . Appointed acting manager for Germany and Switzerland by Seaboard & Western Airlines: O. Buttler . . . C. F. Ramsdell has been named regional Eastern sales manager of Highway Trailer's Utility Division.

New Eastern fleet maintenance rep for the Spector Freight System is J. T. Burns. Other Spector appointments: L. E. Roby, as assistant to the carrier's Chicago district manager; R. J. Lynch, as a sales rep in Springfield (Mass.); and J. J. Conroy, as operations manager.



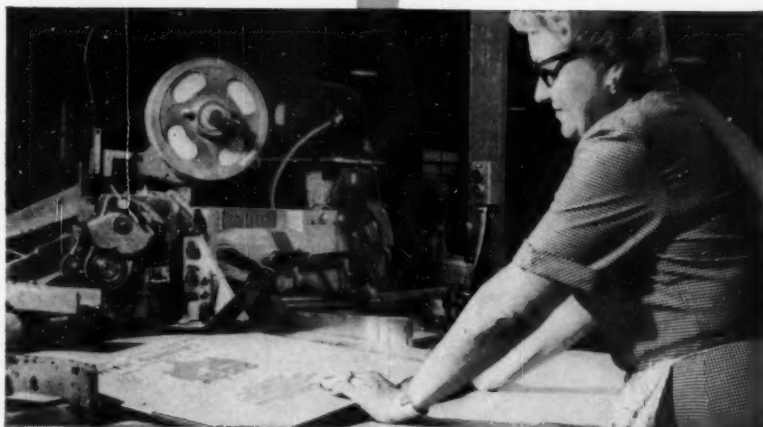
J. J. Conroy

Western region. Also: L. R. Stein, as St. Paul terminal manager, and C. E. Sullivan, Jr., as Providence terminal manager.

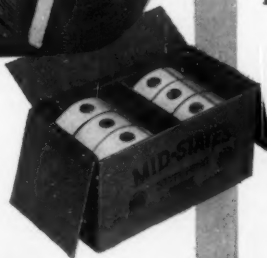
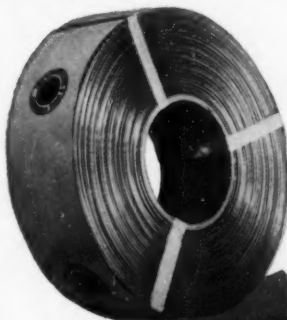
J. C. Cottee has been named GTM by the Glidden Company . . . Boosted to the post of VP, Cargo Sales and Services, by American Airlines: E. C. Taylor . . . Manager of Trailmobile. Incorporated's new Special Products department: L. C. Doss . . . L. J. Priestner has been boosted to the post of assistant general traffic and sales manager at Braniff International Airways . . . Brigadier General F. T. Voorhees, recently retired by the Army, has joined High-



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gives you frictionless, uniformly smooth flow off the coil and through the stitching head to assure high-speed, uninterrupted operation. Available in 5, 10, 25 and 50-lb. coils. All standard gauges. Special gauges on request. Galvanized and copper-coated finishes.

ALSO wires for a wide variety of uses such as tying, baling, binding, stapling, et cetera. A complete line of cost-savers to meet every packaging requirement. Write today for further details, samples and prices.



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36

way Trailer. His post? Container advisor.

Participating in the Transportation Association of America's National Transportation Institute, held in New York last month, were **George Baker**, professor of transportation, Harvard University; **P. C. Spencer**, board chairman, Sun Oil; **J. L. Burke**, president, Service Pipe Line; **J. R. Cooper**, board chairman, American Trucking Associations; **M. For-gash**, president, University Carloading and Distributing; **A. C. Ingersoll, Jr.**, president, Federal Barge Lines; **Senator W. G. Magnuson**; and **F. W. Ackerman**, president, Greyhound. Other participants: **C. R. Smith**, president, American Airlines; **W. White**, president, Delaware & Hudson Railroad; and **D. I. Mackie**, chairman, Eastern Railroad Presidents Conference.

Watson Bros. Transportation's new company magazine **Contact** has made its debut. Want to be placed on the mailing list? Write to Watson at 1910 Harney Street, Omaha . . . The Spector Freight System has named eight new terminal sales managers. They include: **D. F. Hall**, Baltimore; **B. J. Carlson**, Bridgeport; **R. J. Ervin**, Rochester (N. Y.); **E. H. Black**, Kansas City (Mo.); **J. Gillen**, Peoria; **R. F. Keeler**, Rockford; **H. T. Clemons**, Indianapolis; and **R. T. Gallagher**, Albany.

Named chairman of American Airlines' Finance Committee: **W. J. Hogan** . . . Added to the sales staff of the Interstate System's Dayton terminal: **H. L. King** . . . **R. J. Landsman** has been elevated to the post of staff counsel by Air Express International.

D. B. Charnay has been elected president of the Highway Trailer Company . . . **W. F. McIntosh** has joined the sales department of the Interstate System's St. Louis terminal . . . Named sales rep for Milwaukee by Lewis-Shepherd: **J. C. Maye** . . . **A. F. R. Cook** is Ludlow Manufacturing and Sales' new GTM . . . Appointed sales manager for Europe by Braniff International Airways: **J. B. Bennett**.

Strickland Transportation's top officials met last month to blueprint their over-the-highway strategy for '60. Attending the session were division managers **T. J. Harrington** and **J. Geary**, New York; **A. J. Maxwell**, Chicago; **W. P. Kelleher** and **T. V. McEvilly**, St. Louis; and **J. D. Harris**, Houston. Dallas officials attending the meeting: **L. R. Strickland**; **L. R. Strickland, Jr.**; **B. A. Burns**; **J. A. Reardon**; **R. W. Collinsworth**; **W. H. Gill**; **M. H. Burcham**;

K. C. Cole; **H. E. Pettegrew**; and **G. W. Logan**.

Pacific Intermountain Express—girding to meet the challenge of the '60s—has appointed 10 new corporate officers.



Top left: **J. J. Sheely**. Right: **F. W. Whicker**. Bottom left: **I. W. Shepherd**.

J. J. Sheely has been advanced to vice president-interline operations; **F. W. Whicker**, to vice president-operating services; and **I. W. Shepherd**, to vice president-traffic. Upped to assistant VP: **F. E. Devlin**, operations; **S. A. Holmes**, tax administration; **P. W. James**, labor relations; **D. C. Klein**, operations; **M. E. Krupinsky**, sales; **J. W. Riesing**, maintenance and engineering; and **R. War-rock**, sales.

Stainless & Steel Products has established a new division, designed to sell automatic and semi-automatic packaging machinery. Name: the Thiele Packaging Machinery Company. Address: 1000 Berry Street, St. Paul . . . Opened by the Port of New York Authority: a new trade development office in Pittsburgh. Location: 3 Gateway Center.

For your memo pad: the Seventh Annual Material Handling and Packaging Training Course has been slated for June 12th-25th. Place: Lake Placid . . . Congratulations to **R. A. Norden**, president of Seaboard & Western Airlines, recently elected to a second term as a member of the Air Transport Association's board of directors . . . Named to the American Trucking Associations' legal staff: **R. R. Sigmon** . . . **R. Weigle** and **R. Haen** have been appointed to Watson Bros. Transportation's Chicago sales staff.

J. D. MacDonald has been appointed general service manager by Riddle Airlines . . . Stone Container's \$800,000 expansion and improvement program at its Mobile (Fla.) and Franklin (Ohio) boxboard mills has been completed. The result "should be obvious in short order."

Shipping Management — National Hi-Way Shipper

Parke, Davis does World Trade at Jet speed via B·O·A·C

The distribution of drugs and vaccines to overseas markets requires careful scheduling in order to meet the requirements of the overseas customer.

This is one reason that Parke, Davis & Co. regularly uses BOAC Cargo service. During last summer's polio season alone, Parke, Davis made many shipments of 'Salk' vaccine to England. In quantities as large as 9,000 pounds. They arrived overnight!

Another reason for air distribution: BOAC's convenient flight frequency to the main markets of the world ensures minimum transit times from the end of the pro-

duction line to customers.

BOAC offers frequent convenient flights from New York, Boston, Chicago, Detroit, Honolulu, San Francisco, Montreal, Toronto. Offices also in Atlanta, Buffalo, Cleveland, Dallas, Los Angeles, Miami, Philadelphia, Pittsburgh, Washington, Vancouver, Winnipeg.

Air delivery ensures minimum spoilage and longer shelf life. Try BOAC next time!

Frequent flights means certain space for your shipment. For full information consult your freight forwarder, BOAC cargo agent, or any BOAC office.



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February, 1960

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Super Service

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BALTIMORE

Midwest
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EVANSVILLE, IND.

South
NASHVILLE, TENN. • KNOX-
VILLE, TENN. • MEMPHIS,
TENN. • CHATTANOOGA,
TENN. • ROME, GA.
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CHECK NO. 24 ON HELP-O-GRAM CARD

38

W. P. Morgan has been named Used Trailer manager, Midwest Division, Trailmobile ... Irish Air Lines has opened a new office in Toronto. Address: 25 Adelaide Street, East. In charge: P. Hyde ... R. Meek has been chosen as assistant traffic manager by the Di Giorgio Fruit Corporation ... Named sales rep for Toledo by Merchants Motor Freight: A. J. Mumford ... T. Baker, a Spector Freight System director, has been named to head the Trucking Industry Division of the National Fund For Medical Education ... Two new Interstate System appointments: P. V. Largesse to the carrier's Worcester terminal sales staff, and R. B. Heuss to its Columbus (Ohio) terminal sales department.

Air Express International has shifted its London office to new quarters at London Airport ... Lifschultz Fast Freight has posted a 7½% reduction in rates covering LCL shipments of "certain" fluorescent lighting fixtures, equipped with electrical apparatus, but not lamps ... The formation of Chaney Products—manufacturing and distributing mh equipment—has been announced. HQ of the new firm: 771 Livingston Road, Elizabeth, New Jersey.

The American Trucking Associations has established a combined Engineering Department. Director: L. C. Kibbee. The new unit will include staff sections concerned with automotive, highway, radio, and communications engineering ... Appointed manager of Pure Car-



S. C. Trager

bonic's distribution department: S. C. Trager.

J. Goldsmith has been named assistant manager of branch operations by Mack Truck ... Slated for April 12th: the Fifth Annual Industrial Material Handling and Packaging Conference. Location: the University of California ... C. R. Plum has been named Chicago district manager by the Spector Freight System ... K. W. Mueller has been elected a director of Highway Trailer Industries ... Coming up: Shipping Management-National Hi-Way Shipper's Air Cargo Symposium. Place and date will be announced soon.

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Shipping Management — National Hi-Way Shipper

HELPS

for better shipping

FLEXIBLE ROUTING, trouble-free shipping. The latest in highway go-how is the specialty of this carrier. Check 1 for details.

FAST SERVICE on LTL shipments and second morning deliveries. Great Lakes to Gulf. Check 2 for info.

FREE BOOKLETS ON PACKING, SHIPPING. They tell you what to expect from wirebound boxes and how to save money using them. Check 3.

FASTER, SAFER, MORE DEPENDABLE. Get one-carrier direct trucking service coast to coast. One-carrier responsibility. Check 4.

SPEEDY, EFFICIENT MOTOR FREIGHT service. Get the facts. Check 5.

SERVICE AND SPEED are the specialties of this highway carrier. Check 6.

READY TO SOLVE the toughest traffic problem is this motor carrier. Check 7 for details.

SERVING THE EASTERN SEABOARD. Reliable, speedy, safe motor freight service. Check 8.

ELIMINATE TRACING PROBLEMS with this carrier. Scheduled on line and off line. Check 9.

END YOUR SHIPPING WORRIES. Fast deliveries; safe handling; full co-operation. Check 10 for details.

SHIPPING PROBLEMS vanish when this experienced carrier handles your freight. Check 11 for info.

RUSH MERCHANDISE arrives early and at no extra cost when you use this fast-stepping motor carrier. Why not check 12 for more info?

GET YOUR AIR FREIGHT to Europe, the Middle East and Africa faster with this line. Daily flights and automatic bookings. Never "standby" en-route. Check 13.

99.5% CLAIM-FREE SHIPMENTS. And 8 out of 10 claims settled in 30

days. It's done by staff transportation experts who prevent mistakes before they happen. Check 14.

AIR FREIGHT SERVICE at its best is offered by this up-to-the minute cargo carrier. Check 15 for info.

PACKAGE EXPRESS SERVICE to many areas not reached by other public transportation. Seven-day-a-week, 24-hour-a-day service, nationwide. FREE details if you check 16.

ADDRESS SHIPMENTS THREE TIMES FASTER with this new method. You roll on the address like rolling a rubber stamp. Check 17.

MOTOR FREIGHT problems vanish when you turn your shipment over to this carrier. Interested? Check 18.

SKY CARGO is this carrier's one and only business. Fast, expert, efficient service. Check 19.

HIGH SPEED, uninterrupted stitching with this brand of stitching wire. Smooth, frictionless flow. Comes in 5, 10, 25 and 50 pound coils. Check 20.

DELIVERY TIME CUT on LTL, truckload shipments through Kansas City with this line's new terminal. Check 37.

TRAFFIC COURSE at home compiled by 175 prominent traffic executives. For further details check 21.

SPEED AIR CARGO AND CLERICAL WORK with this airline. Less forms to fill out, simpler documentation. Check 22.

HELP-O-GRAM

February 1, 1960

For more information on any advertisement or keyed editorial item, fill out the card below, check the appropriate key numbers, detach, and mail to: HELP-O-GRAM Department, Shipping Management-National Hi-Way Shipper, 425 Fourth Avenue, N.Y. 16, New York.

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new products

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Type of Business:

☐ Manufacturing; ☐ Wholesale; ☐ Retail

Major Products: _____

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MIDWEST TO KNOXVILLE, Eastern Tennessee, Virginia and the Carolinas. Second morning delivery. Direct, through service. Check 24.

DIRECT, DEPENDABLE, FAST. Motor freight service thru Tenn., Ky., Mo., Ga., Ala., and Ohio. Check 25.

SERVING THE DESERT AREA OF CALIFORNIA, this carrier maintains fast, dependable schedules. Check 26.

EFFICIENT, FAST motor freight pickup and delivery account for the leadership of this motor freight carrier. For more details, check 27.

LET ONE DELIVERY, PICKUP DO THE JOB. Connecting line service on shipments to all states. Want the facts? Check 28.

CUT STENCILS WITH AIR POWER. This new attachment features push-button, air-operation, takes the work out of stencil cutting. Check 29.

HANDLING, TRANSPORT PROBLEMS? Not with this highway carrier. Check 30.

EIGHT TERMINALS, 250 tractors, 280 semi-trailers—all geared to provide top-notch motor freight hauling. Check 31.

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AUTOMATIC TACKERS end snags and costly tie-ups in the shipping room caused by clumsy label tacking methods. Use a one-hand tacker for better, faster, easier fastening. Check 34.

SIXTY YEARS OF EXPERIENCE in freight forwarding help this company give you the fastest service to both coasts. Cross-country offices. Check 38.

TERMINALS AND OFFICES in principal cities, long experience help this trucking company give speedy information? Check 35.

SERVICE, SPEED AND SAFER SHIPPING are what you get with this motor carrier. Check 39.

DEPENDABLE, FAST motor freight service is yours with this carrier. Check 36 for details.

Liggett

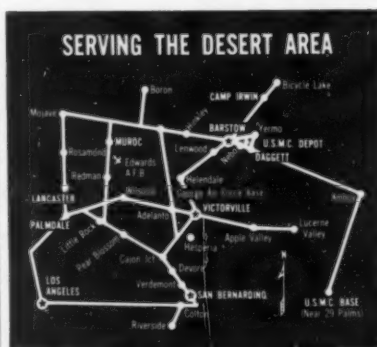
(Continued from page 14)

port it to the order assembly area. Less-than-pallet-load quantities are handled with equal facility, thanks to a variety of special remote control units incorporated in the warehouse's trucks. A remote control switch located on the masts of the trucks, for example, enables operators to ride up to or down from storage racks on a skid platform.

How does this arrangement work? Take a typical order-filling situation at the warehouse. Let's say that an order calls for only one carton of a specific item to be shipped to a customer. The carton is located on the top-tier of one of the warehouse's three-tiered racks.

To reach the required carton, the industrial truck operator merely gets on his unit's skid, flicks a control switch to "lift" and rides up. Reaching the carton, he slides it onto his skid platform, changes the switch to "lower" and returns to floor level. That's all there is to it.

Once they are ready to move to the customer, outbound items are turned over to Liggett's hand hydraulic low-lift trucks. These trucks then transport the merchandise to the shipping platform and the center's distribution cycle—receiving-warehouse-order filling-shipping—is completely as it began.



VICTORVILLE - BARSTOW TRUCK LINES

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Shipping Management — National Hi-Way Shipper

NEW 1960 "JET-LIFT CARGO" SERVICE!...

RUSH VIA SABENA "JET AND CARGO" FLEET!



All your shipments get "Jet-Lift Cargo" Service—when they go via Sabena's all-new "Jet and Cargo" Fleet. New Sabena "Intercontinental" Jet Boeing 707's speed your shipments to destination on daily 6¾ hour non-stop transatlantic flights. Giant all-cargo DC-6A's give the same "Jet-Lift Cargo" Service—on overnight transatlantic schedules. Plus all cargo fleet within Europe to your key destinations.

Sabena "Jet-Lift Cargo" Service daily—to *Frankfurt, Milan, Tripoli, Johannesburg* and 101 other destinations in Europe, Africa and the Middle East! For details, call your cargo agent or one of 26 Sabena Offices in North America.

CHECK NO. 13 ON HELP-O-GRAM CARD
February, 1960



BELGIAN *World* AIRLINES
Sabena Building, Fifth Avenue,
New York 19, N. Y.

NEW products

compact postage meter

Designed to seal, stamp, and stack outgoing mail in a single operation, a new desk model postage meter machine has been unveiled by Pitney-Bowes, Incorporated.

The versatile component reportedly embodies a number of major mechanical improvements and will sell for about a third less than comparable models. It features a broad range of stamp values, from 1/4¢ up to \$1.09 1/2

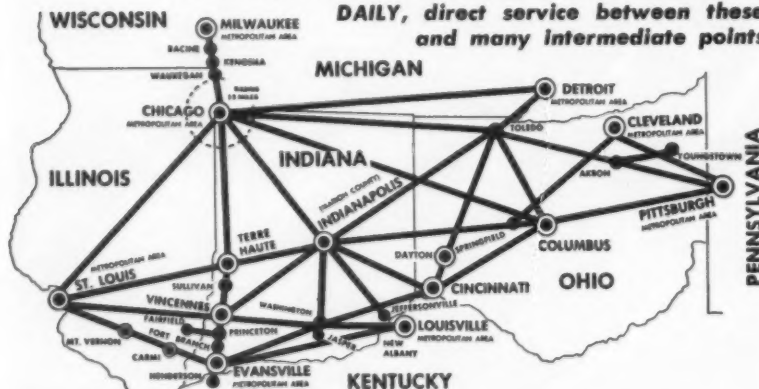
in a single stamp; an envelope stacker holding up to 40 letters; an internally-fed adjustable inker; and a visible water level indicator for the sealing mechanism.

(Check 78 on Help-O-Gram)

LET ONE PICKUP or DELIVERY DO THE JOB

Connecting line on L.T.L. and T.L. shipments to all States other than those served by Hancock.

DAILY, direct service between these and many intermediate points



STEEL DIV. - Essex 5-3571

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LET HANCOCK pickup or deliver daily at a fixed time your shipments to and from all the points shown below

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COLUMBUS, OHIO
Hickory 4-2128

CINCINNATI, OHIO
Mulberry 3312

ST. LOUIS, MISSOURI
Geneva 6-0171

EVANSVILLE, INDIANA
3-1141

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Melrose 4-6363

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Tashmoo 5-2535

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Evergreen 3-6040

HANCOCK

TRUCKING, INC.

EXECUTIVE OFFICES, EVANSVILLE, INDIANA

CHECK NO. 28 ON HELP-O-GRAM CARD

42

tape and time saver

Announced by the Hudson Pulp & Paper Company: a new visual aid for the precise measurement of gummed tape in sealing different sizes and types of containers.

Dubbed the *Econo-Chart*, the wall size (17"x22") guide is designed for posting in packing rooms—preferably as near to the actual sealing operation as possible.

According to Hudson, consistent use of the chart will speed packaging and will cut tape wastage substantially. Types of packages covered by the *Econo-Chart*: fibre drums; piece goods wraps; folding boxes; overlap flap cartons; telescope cartons; and regular slotted cartons.

In order to find exactly the tape length needed, including overlap, all the operator need do is measure the package for width, length, height, or diameter. With these dimensions set, he may then check the *Econo-Chart* to find out how much tape is needed.

(Check 79 on Help-O-Gram)

storage rack

An improved material storage rack, available in prefabricated form, has been unveiled by the Storage Products Corporation.

Furniture, appliances, rugs, and other bulky items—both palletized and unpalletized—reportedly may be stored three or four tiers high in the *Speedrack*. Result? More efficient warehousing and a substantial saving in vitally-headed storage space.

(Check 80 on Help-O-Gram)

Shipping Management — National Hi-Way Shipper

truck reflector

Now being marketed by the R. E. Dietz Company is a new reflex reflector. The device is said to protect itself from damage by swinging out of the way, whenever the truck to which it is fastened backs against a loading dock.

According to the manufacturer, the unit's extra-heavy mounting strap—3" in width—prevents the reflector from swinging while in motion. Nevertheless, it is reportedly flexible enough to prevent damage when the reflector is struck.

The device's 3" acrylic lens, which meets the latest SAE standards, is deeply recessed in a heavy, solid steel housing for further protection. Both reflector housing and mounting bracket are finished in durable metallic gray.

(Check 81 on Help-O-Gram)

polymeric adhesive

Want to prevent palletized polyethylene shipping bags from slipping? The Monsanto Chemical Company thinks it has come up with a fool-proof answer to the problem. Its solution? A new, water-soluble polymeric adhesive. Designation: PM-22.

The materials is said to resist horizontal shear and permit easy vertical separation of stacked bags. Because it is water soluble, the adhesive reportedly may be removed easily and does not damage printing or stenciling. The absence of organic solvents, moreover, is said to eliminate fire hazards and potential toxicity.

(Check 82 on Help-O-Gram)

expendable pallet

The Econ-O-Pallet looks and loads like a conventional pallet. But it costs less than a dollar and may be handled with conventional equipment. So says Materials, Incorporated, the concern which developed the new pallet.

Reports the manufacturer: "The Econ-O-Pallet can hold in excess of 28,000-pounds, despite the fact that it weighs less than seven pounds itself. Its low cost and weight are due to its corrugated paperboard; its strength to wood veneer reinforcing."

(Check 83 on Help-O-Gram)

February, 1960

FREE TRIAL
in your plant

the
IDEAL 200E
Electric
CLIP-A-TAPE

Push a button...
get the exact tape length desired



Save 20% to 45% in time and tape!

IDEAL

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FOR NAME OF
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Another reason to...

ROUTE EAZOR TO WEST VIRGINIA!



OUR NEW
PARKERSBURG
TERMINAL



EAZOR EXPRESS, INC.

15 Twenty-Sixth St.
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This bright, modern new freight facility has 20 freight doors to eliminate loading and unloading delays... and 20,000 square feet of dock area to assure prompt, safe handling of your shipment.

Eazor also operates modern terminals in Wheeling, Clarksburg and Charleston to provide quick, dependable TL and LTL delivery to the key industrial cities of West Virginia DIRECT from Chicago, Buffalo, Rochester, Syracuse, Erie, Pittsburgh, New York City, Jersey City and points beyond by connecting carriers.

CHECK NO. 30 ON HELP-O-GRAM CARD

case opener-loader-sealer ups AC Spark Plug's packing tempo

Spark plugs are being packaged faster and more effectively at General Motors' AC Spark Plug Division. Why? Because the firm recently installed an ultra-modern case opening-loading-and-sealing device designed to expedite its entire packaging operation.

Prior to purchasing the unit, AC's product cartons were packed slowly and laboriously. To begin with, top-bottom opening corrugated shipping cases were opened and formed. Then

product cartons were loaded into cases and placed on pallets. Transported to another department, the cases were next unloaded for sealing. Finally, the sealed cases were re-palletized for disbursement to AC's warehouse or shipping area.

These days, however, automatic casing has taken over. Under the Flint (Mich.) plant's new arrangement, product cartons are received directly from carton-filling machines. They are then fed from the machines' magazines, formed, positioned, loaded with 13 product cartons; sealed; com-

pressed; and sent on their way.

A big improvement? You bet. Thanks to its revamped setup, AC has registered a number of important gains. First, spark plugs are packaged faster than ever before. Second, AC has been able to slash the floor space devoted to packaging. And last, thanks to its new equipment and procedures, the GM division has slashed its corrugated board needs by a substantial 11%.

"floating hub" casters slash wheel costs at Jantzen, Inc.

Inter-building truck-trains have been rolling far more economically at Jantzen, Incorporated—thanks to advanced casters which can really take it.

Wheel replacements on transport trucks towed in trains of two to six units by power trucks used to be a big headache at the Portland (Ore.) facility. Not since the company switched to "floating hub" casters, however.

The extensive use of these units has slashed wheel replacements at Jantzen by a staggering 98%. As a matter of fact, Jantzen officials report that, after five years of continuous service, only three out of more than 160 casters have had to be replaced. The average life-span of ordinary casters: from six to eight months.

Quesada: sky freight needs an all-cargo plane—now!

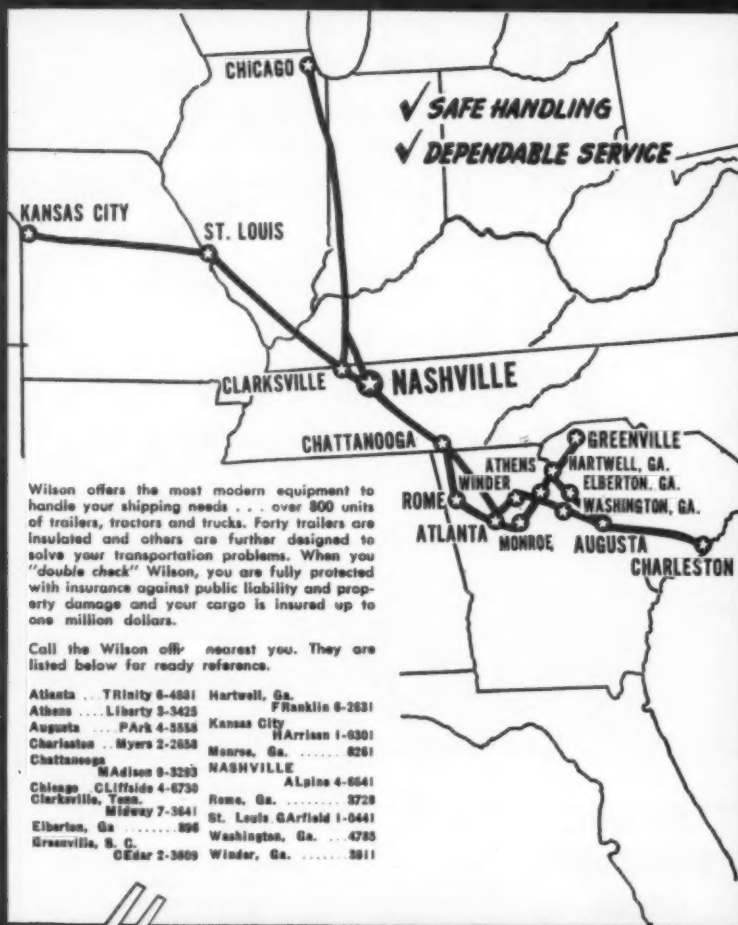
The airlines cannot permit the designing of an efficient, economical all-cargo plane "to languish." So says Federal Aviation Agency Administrator E. R. Quesada.

According to Mr. Quesada, only an aircraft tailor-made to the needs of sky freight will hack present air cargo rates and boost the hauling of sky freight to new and higher levels.

Underscoring the mounting need for an all-cargo plane—and throwing his full support behind a bill introduced in Congress by Senator Monroney, which would provide government aid for the development of such an aircraft—Mr. Quesada emphasizes: "A national air cargo capability is urgently needed as another important building block of our national structure in furtherance of our commercial, military, and political objectives."

"A global civil air cargo fleet of greatly increased dimensions would

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contribute significantly to the economic health of this country and provide a valuable airlift resource for national defense and mobilization requirements."

Continue the FAA Administrator: "Air cargo is not an end in itself. Only to the degree that it provides service to the shipping public will its usefulness grow and provide benefits to consumer and producer alike. As you are all aware, the growth of air cargo in this country has been limited . . . In part, I believe this retarded growth may be attributed to the lack of dynamic leadership and incentive . . . in the development of economical, uncompromised cargo aircraft."

"As a result, the civil air cargo capability has taken the form of aircraft configurations converted from passenger use. Air cargo costs and tariffs, consequently, have remained high."

The solution, according to Administrator Quesada: the blueprinting and testing—now!—of an aircraft specifically designed for the hauling of sky freight. The result of such a program: drastically reduced cargo rates; a vast increase in the tonnage moving through the air; and a strengthened air cargo potential, for use in peace or war.

Seaway shipments rack up a 72% increase during '59

The final figures are in on the St. Lawrence Seaway's first year of operation. And they look good—mighty good! During 1959, the Seaway Development Corporation recently reported, 17,400,000 tons of cargo were hauled on the waterway. This represented a jump of over 72% in the tonnage with '58.

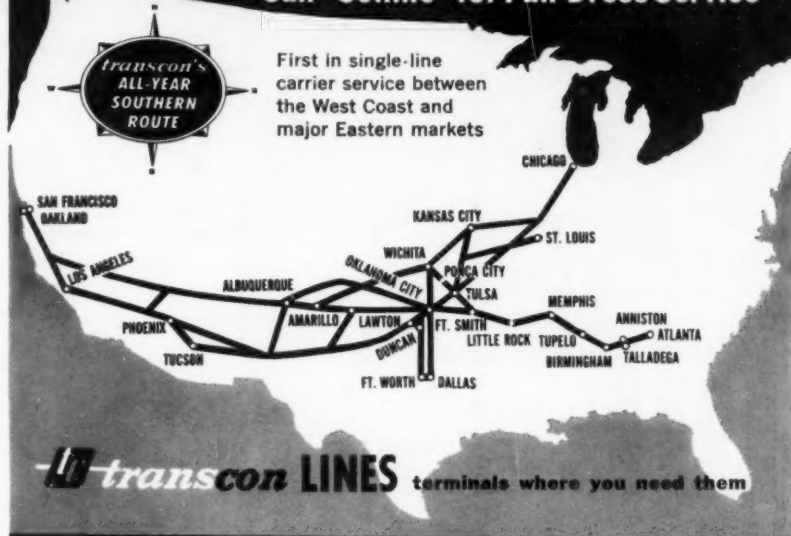
coming up: two conclaves of interest to traffic managers

Just ahead are two big meetings of importance to traffic-transportation executives in the U. S. and Canada.

Scheduled for February 16th, in Toronto, is the annual general meeting of the Canadian Industrial Traffic League. Two days later, on February 18th, the National Association of Shipper-Motor Carrier Conferences holds its annual membership session in Washington.

February, 1960

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By using the Tollway, truckers can minimize traffic delays, reduce cargo and equipment damage, save on fuel, cut repair and maintenance costs. The Tollway can help to complete runs on a faster schedule, even under adverse weather conditions.

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electronic computer cuts the AF's recordkeeping expenses

The installation of an electronic computer, to keep tabs on its warehouse and supply operations at Wright Air Development Center in Ohio, is paying big dividends for the Air Force.

According to AF officials, maintaining supply records on tape—and processing them with an electronic "brain"—has lowered the service's clerical costs, speeded service, cut paperwork; trimmed payrolls; reduced errors; and improved supply and storage in general.

Interested in the full story on the Air Force's experience with its computer? You'll find it in material Information Flow Research, Part 1, available from the Office of Technical Services, U.S. Department of Commerce, Washington 25, D.C. The report's designation: PB151950. Price: \$3.

polyethylene bags safeguard New York Times in transit

Sunday editions of the New York Times, destined for Illinois, California,

and Washington are now being packaged in protective polyethylene bags. Labeling and sealing are performed by a specially designed automatic device—the first such unit ever used in a newspaper mailing room.

Basically, here's how the Times packaging operation works. Polyethylene bags, 14" x 19½", are opened automatically. The newspapers are then inserted and the package is pushed onto a conveyor belt. Last stop: heat sealing and labeling.

Reader response to the new shipping method? Terrific. Reason? Copies of the bulky Sunday Times arrive at their destinations in perfect condition—unsoiled and folded flat for easy reading.

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add longer life to wooden pallets with epoxy-glass

Want to extend the life and serviceability of your wooden pallets? Epoxy-glass linings may do the trick. Epoxy-glass reportedly enhances the serviceability of wooden pallets, permitting a larger number of products to be handled. Splintered wood protections and rough edges, which ordinarily tear packaging, are said to be virtually eliminated through a protective overlay of glass cloth and epoxy resins.

In practice, a special fluid and impregnating grade of epoxy is combined with an appropriate surface hardener and the combination brushed on glass tape surfacing the wooden pallet strips. In the event this technique is used to repair existing wooden pallets, it is desirable to economize in the use of materials and apply only to those areas showing ruptures or breaks.

Materials will set rapidly at room temperatures, permitting the required pallets to be put into use with a minimum of lost time. Heat lamps or hot air may be used to effect repairs to pallets in a matter of minutes.

This contribution of epoxy resins to mh equipment is another manifestation of the growing adaptability of plastics. Through a judicious use of materials, wooden pallet users everywhere may reap the real advantages of epoxies and glass cloth.

Plans for Shipping Management-National Hi-Way Shipper's annual Air Cargo Symposium are now well underway. Speakers, date, and meeting place will be announced shortly.

How new tarpaulins slash motor freight damage & speed loading - unloading

●**Target:** improved protection of in transit motor freight and expedited loading-unloading.

Weapon: a newly-developed, super-effective truck tarpaulin, produced of a lightweight—yet amazingly strong—coated synthetic fabric.

Utilized by Daniels & Kennedy, Incorporated, the rugged tarp has virtually eliminated a host of serious problems which formerly plagued the New York City motor carrier and its customers constantly. Prior to its switch to the advanced tarp, D&K covered its open vehicles with cotton duck canvas components. When wet or frozen, these bulky over-the-highway coverings proved to be a king-sized headache. Aside from failing to protect cargo adequately, they were difficult to put on or remove and tore far too easily.

Today, however, damaged consignments and torn tarps are few and far between at D&K. The coverings now being used by the concern remain strong, pliable, and easy to handle, even under the foulest weather conditions.

freight losses down

Freight losses have been slashed drastically. D&K's claims used to run into seven figures annually. Since the introduction of its completely waterproof tarps, however, cargo damage has ceased to be troublesome. The fabric's water permeability is in excess of 200-pounds-per-square-inch, more than enough to ensure that loads arrive at their destination in A-1 condition.

D&K's tarps have also enabled the carrier to step up the tempo of its entire hauling operation. Each of the line's trucks averages three round trips a day. Since the coated synthetic tarps are 1/3 the weight of conventional equipment, only one man is needed to put on or remove a tarp. Alone, moreover, he can do the job with less effort than two men could with conventional coverings.

Outcome? A three-fold saving. Every truck is loaded and unloaded faster; less manpower is needed to do the job; and terminal waiting time is minimized.

Proof? Efficiency studies conducted at D&K underscore the fact that, using the new tarps, 40 minutes are saved per complete load-unload operation—a unit saving of 2½ hours per day per truck.

The new tarps' strength and durability, moreover, have resulted in a significant cut in D&K's tarpaulin replacement costs.

"Not only is the tarp saving us time, but it's stronger, too," says James Kennedy, D&K's president. "In actual on-the-job tests, we've found that the fabric is highly resistant to abrasion, cutting, and stripping—



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far superior to tarps made either of conventional cotton canvas or neoprene coated synthetics."

Finally, additional savings have been effected by D&K through reduced down-time. If one of its tarps should be damaged, no long layups are necessary for repairs. Accidental punctures—when they occur—will not spread into long tears. They may be fixed on the spot with a specially-developed patch kit.

In addition to D&K, other firms are also finding the new tarp invaluable. The Lehigh Warehouse & Transportation Company, for example, uses the tarp as a tailgate curtain. Formerly hard-hit by rips and tears in the conventional tailgate curtain it was employing, Lehigh no longer has that difficulty.

Comments a Lehigh executive: "These tarps are tough. Not long ago, one of our new curtains caught on something. Five 3/16" rings broke. But the curtain wasn't torn a bit. In my opinion, the fabric used stands up better to weather, rough handling, and strain than any I've ever seen."

Upcoming packaging meetings of interest to traffic execs.

Coming up in the months just ahead is one of the most ambitious schedules of meetings, seminars, and training courses in packaging history. Designed to boost packing efficiency, while slashing costs, the events being offered—by outstanding packaging groups and other interested organizations—should be of keen interest to the traffic executive.

Here's a quick rundown on some of 1960's key packaging sessions:

The American Management Association seminars on Measuring and Controlling Packaging Costs; the Selection, Training, and Development of Packaging Personnel; and When and How To Buy Packaging Machinery. Date: March 23-25. Place: Chicago. Contact: John L. Wood, AMA Packaging Coordinator.

Purdue University's Industrial Packaging Short Course. Date: March 21-April 1. Place: Lafayette, Indiana. Contact: Charles J. Zusi.

The American Management Association's National Packaging Exposition. Date: April 4-7. Place: Atlantic City, N.J. Contact: John L. Wood.

The Industrial Management Center's Annual Packaging Course. Date: June 12-25. Place: Lake Placid, N.Y. Contact: James Bright, 56 Robbins Road, Lexington, Massachusetts.

The Western Packaging and MH Exposition. Date: July 19-21. Place: Pan-Pacific Auditorium, Los Angeles. Contact: Clapp & Poliak, 341 Madison Avenue, New York City.

The 22nd Annual National Packaging Forum of the Packaging Institute. Date: October 30-November 1. Place: Statler-Hilton Hotel, New York City.

Shipping Management — National Hi-Way Shipper

Transportation News

Volume 8

Issue 2

At P·I·E...Where People Spell the Difference!

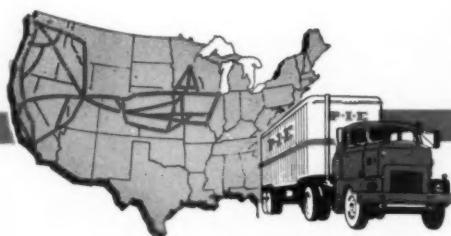


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A graphic featuring a memo card on the left and a large oval logo on the right. The memo card is titled "MEMO" and contains the handwritten text "Measure time by a clock not a Calendar!". Below the text, it says "SHIP VIA WATSON BROS.". The oval logo contains the text "Watson Bros" in a script font, with "transportation Co. inc." in a smaller font below it. At the bottom of the oval, it says "GENERAL OFFICES" and "OMAHA, NEBRASKA".

